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Modern Merchant

AND

Grocery World

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and Canada.

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Editor.

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Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Awards in Eighth Monthly Contest

The prizes for the best papers in the current monthly contest on the best time to stock Nationally Advertised Goods, are awarded as follows:—

First Prize—\$7.50—OLIVER SHEPPARD, Penn Yan, N. Y.

Second Prize—\$5.00—SOLOMON MANN, Plainfield, N. J.

Third Prize—\$2.50—GEORGE KAPPELT, Erie, Pa.

By Oliver Sheppard, Penn Yan, N. Y.

Who can give any hard and fast rule as to the best time for the dealer to stock the new advertised goods? So many manufacturers who distribute through the retail trade send forth big advance advertising to dealers, telling them of the mighty consumer campaign that they (the manufacturers) are about to wage, and warning them (the dealers) to get ready for the heavy increase in demand for their goods which is sure to follow. They are told that on a certain date the first big announcement is to be published in a magazine of National circulation and they must carry a large stock in order to take care of the consumer demand which is bound to result. On the strength of this glowing statement many dealers are induced to overstock with the new goods, and when the momentous day arrives without the expected rush to their counters it is not strange that retailers are shaken in their faith as to the advantage of selling new, advertised brands.

And yet if you lead the public to expect that your store is headquarters for advertised goods, you must be prepared to meet every reasonable demand in that line. A purchaser who asks for an article you ought to have and fails to get it may go to your competitor. You have lost more than the profit on the sale of that particular thing.

The writer is not an authority, but it seems to him that viewed from a conservative angle, the prudent time for our dealer to stock newly advertised wares is when he has actual evidence of what the advertising campaign is doing for him, and this evidence will take the form of an increased demand for the goods advertised. Do you use the "call slip," brother? Put down each day each thing called for that you could not supply, and make every

salesman in your store use it. Go over the lists at the end of the day, and again before you replenish your stocks. In this way you will come nearer to knowing the actual demands of your trade than by any other method.

Don't be lukewarm, but a little more than willing to establish with the right manufacturer what, in the economy of the day, we call a community of interest. When the dealer knows that the manufacturer's merchandising policy includes him as a retailer, that his efficient sales organization will be directed toward bringing about the close, satisfactory and profitable relations, then is the time for the live merchant to co-operate by not only selling the goods, but also advertising them on his own hook in his local newspaper.

Feature the acquisitions as the newspaper does a piece of exclusive news. Let a new purchaser go hand in hand with the closing out of a slow moving lot at a price, and make that price so low it's a "puller." Have people know you must make room for newer goods. Almost every woman who can read takes note of the advertising of the local stores which appears in her home paper. That more folks do not respond to the small store's advertising is more apt to be the fault of the store and the way it advertises, than the fault of the paper.

The local newspaper can make the fortune of a merchant in his community, and if the newspaper publisher is wise he will co-operate with a live merchant—realizing if you please, that that merchant is bound to become a bigger merchant and a bigger advertiser.

There are particular relations, not only with the manufacturer, but of store policy and method, which can double the results of dealers' advertising. For one

thing this advertising should be planned ahead. Definite attractions for each week should be determined upon. Make your offerings seasonable. Look down the calendar and arrange for those expressions of public spirit which if fitted to the right store always attract favorable attention.

Plan your window display so that it will arouse some interest. Do something to bring people up for a little closer inspection—to make them stop, look, and come into the store. Your window display, like your newspaper advertisement, should answer the question: Why do I expect people to buy these goods from me instead of from someone else?

And the wrapping paper that goes out of your store—have you thought of its advertising possibilities? Is it attractive and distinctive, and likely to add value to the article within? There are many more details which will not take care of themselves—the circulars which ought to go out in all packages—the method of reaching particular classes of trade—of getting promptly in touch with the stranger who has taken up his or her abode in your city—these are all things of which a great deal can be said and done, but are not strictly within the scope of this article.

By Solomon Mann, Plainfield, N. J.

When is the psychological moment for stocking Nationally advertised goods—when the merchant is told by manufacturer's representative that they are being largely advertised, or when he begins to get inquiries? I would say that I stock up when I see fit to do so; in other words, I stock up according to the merit of the article, and what the article is, and who the father of the article in question is, and how much Nationally advertising they are going to do on this particular article. In other words, I study the arti-

cle in question, the merit of the article, the father of it, and if they all look good to me I get busy right away and order the goods in question and display them right in front of the store and welcome our new comer in a friendly manner, and by doing this I always reap the benefit of the first profits besides. I get the name from my consumer by being up to date, by having this new article just advertised in this weekly or monthly magazine, etc. Just to illustrate my article I will convince you what I said above, if the article looks good to me, if the article has good quality and merit and a good father in back of it, it pays to stock up when you see fit or when the father of the article tells you that they are going to do some Nationally advertising. Since my last article I bought a couple of cartons of Dromedary Cocoanut, as I saw so much about it in the "Modern Merchant and Grocery World" that I thought to myself, this cocoanut has got to sell, so I displayed it in front of my counter next to my cash register, and I said I would watch what effect this display will have. Everybody that comes in the store must pay at this particular place, and the consequence was everyone had their hands on Dromedary Cocoanut, and very few went away without buying a package. It was new to them, and generally something new people like to try (especially ladies), and it was new profit to me; and, to tell you the truth, I enjoyed seeing the little extra profit coming to me with very little effort on my part. But the most pleasure I had was when a couple of my good customers came in the store Saturday night before closing, and I was indeed glad to see them, as they are the kind that buy heavy and pay prompt, and I greeted them warmly. They said they did not come to buy anything, but out for a walk and passing the store they

thought they would stop to see the new things I had, and looking around they picked up a box of Dromedary Cocoanut and said to the other lady, "Why Mrs. Jones, here is the Dromedary Cocoanut that I gave the man an order for at the church supper the other night. I did not know that you kept it." So Mrs. Jones answered by saying that she had the second box from my store already and it was fine. Now this is just an illustration of what Dromedary Cocoanut did for me to impress in the minds of my good consumers that anything that's new and good she can get at Mann's.

I will say again, stock up heavy anything that you think is good in merit and reap the benefit first. Don't wait until you are asked for the article and then order, but get the article and display it and it will sell. If you know anything about the grocery business you will agree with me on my point.

One more illustration will prove to you that it pays to stock up while it is fresh in everybody's mind. There is a saying, "Knock at the iron while it's hot." When the old Dutch came in the market first I was the first merchant to order a big quantity of old Dutch. I received it promptly and displayed it in the front, and it was nothing but Dutch and Dutch in my store for a couple of weeks. I got away with more old Dutch in that little time than all my neighbor grocers would think to buy in a year or maybe two years' time.

I will say stock up when the goods are first put on the market and have it ready to hand out when the call comes for it, providing there is merit and a good father in back of it. Stock up with all your might, and if you can't sell it I will come and sell it for you.

I have taken up quite some space, but you have been quite liberal in allowing me the use of your space in your valuable paper.

I will close with many good wishes to your paper and subscribers and advertisers.

By George W. Kappelt, Erie, Pa.

What a grocer buys is far more important than what he sells, for if he buys right he must surely sell right. A grocer cannot buy every article he is asked to buy

Your
Window
Display of

**WRIGLEY'S
SPEARMINT**

Brings people into
your store who other-
wise would pass by



People buy it whenever they see it. You'll have a chance to sell them many other things.

Get constant new trade by taking advantage of the popularity of the most widely advertised gum.

Successful dealers take advantage of other people's money to push their business. They know that by displaying

**WRIGLEY'S
SPEARMINT**

and not working at all on it, they can sell one hundred packages more easily than a dozen unadvertised brands.

Don't push something hard to sell. Take it easy—display

**WRIGLEY'S
SPEARMINT**

and take easy profits with it.



TELL YOUR CUSTOMERS:

"**WRIGLEY'S SPEARMINT** is a pleasant, cheap way to preserve teeth and purify breath. The new tightly sealed package keeps every piece fresh and tasty."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



or he would soon be dippy wondering what to do with it all. Every day there are dozens of salesmen selling dozens of articles, each one in his own talk has the only good article of its kind on the market. If you have never heard of these articles or have never sold them or never had a call for them you surely will now, for they are going to be advertised, such is the wind up of most of their talk. No matter how careful a fellow wants to be in this matter he will often fall for some of these articles in spite of himself. At the present time there are good reliable manufacturers enough in the country to furnish almost anything a retailer could wish for or needs. Some of these goods are ready sellers because they are very necessary to the consuming public, and the others have made a place for themselves and sell on sight on account of their sterling qualities and usefulness as articles of importance to the public in general, being satisfying and convenient to the majority. The Nationally advertised line takes in most of these two classes of goods.

When Postum was introduced in the instant style it was readily accepted by the public, when Grape-Nuts made its appearance in the market the brain workers accepted it as their food and the workers as theirs; both found this food satisfactory for their particular needs. Shredded Wheat is in a class by itself and is here to stay, being now an important article of food to thousands daily. Wherever Fleischmann's yeast is sold all other fresh vegetable yeast is soon lost to sight. When Duff put molasses in cans there was no more need of having a molasses barrel around the store. When Fels put naphtha in his soap the wash boiler industry suffered. When Heinz took the ake out of bake and used it with his beans thousands of tired and unsatisfied housewives quit baking beans and used Heinz. Since Hires root beer is what it is there are more thirsts than ever. Royal, Rumford and Davis baking powders would make Bleriot, Wright and Curtiss green with envy. So it goes up or down the line, taking in almost everything of importance.

These big sellers that are popular with the trade were not made

so over night; it took months of steady and hard work and constant advertising to introduce and create a demand to put these goods where they are to-day. If new goods are offered in the staple line there should first be a demand created, then stock them and get the good of the money spent to advertise and bring them before the public. There are often exceptions to this. If an article appears on the market, an out of the ordinary article that is more than likely to fill a want of the public, then by all means try it out.

By J. M. Currie, Reisterstown, Md.

To your question as to the psychological moment to stock advertised goods, would say that in most cases it is when you have inquiries for the goods, not before, as from experience we have found that in a combined village and country neighborhood much of the advertising is not seen by our customers, or, if it is, they do not respond perhaps because the goods advertised do not appeal to them or they can do without them. In the cities or larger towns it might be different, as they are accustomed to using package goods and prepared foods more generally than the village or country, but in either case merchants do not care to buy in advance stuff that may or may not sell; they have too many lines as it is and new ones are constantly being introduced.

By M. L. Zeigler, Dallastown, Pa.

When I read the article for the first time asking when to buy or stock Nationally advertised goods I thought it a problem, but when I think of the number of advertisement wars I have gone through, experience tells me how many calls I received through them. Sales made in stock or lost if not in stock it appears to be a small matter in gain or loss. If I did not or did buy when the representative called, since it is a proven fact that nine out of every ten of your customers buy what the merchant recommends. If the salesman has an article you need and you have perfect confidence in the producer of the goods and the product—the merchant who is looking for permanency in his business will buy the best the market affords and

realize on his ability to absolutely satisfy the most exacting of his trade. And he must also be convinced in order to give his customers their value. He can only offer them merchandise that is of a sufficient high quality to be unreservedly guaranteed by the manufacturers. Goods bought in this manner can always be recommended. Besides this the policy of buying only the best on the basis of such a guarantee from the manufacturers as precludes the possibility of loss by the dealer for any reason whatever, will fill his shelves with articles which, while they may be higher priced, will give the consumer a much greater value than the cheaper variety. This will establish his reputation as a quality dealer, handling only what is in reality the cheapest and most satisfactory merchandise. Now how do the goods stand up? Has he got the goods? Do you need them? Do they suit your trade? Your moment to stock them has come. But you did not buy. You had enough other brands in same line or, according to your business judgment, thought so.

The next part. If I read about them and saw they were largely advertised, this would not induce me to buy, as I would buy on the strength of the advertisement, which cuts a small figure. As Nationally advertised goods can be kept in stock by the merchant, and goods not advertised can be sold two to one, so advertising without the co-operation of the merchant is like a wax figure—sometimes they get pushed over. Now I have tried to dispose of the salesman call and the reading and seeing goods Nationally advertised. But I did not answer the customers' call, as this is quite a reverse from the other two. I am taking hold of a customer and I do not want to lose him or her, as no merchant can afford this. Mrs. Good asked me for that Nationally advertised article the salesman told me about or the one I read about. Gee! Say did you ever ship? Well I am so sorry but I have not that brand, Mrs. Good. Did you ever try this brand, and this one? Yes. And this one? Yes. And this one? Yes. Here I have a new one that is recommended highly. Will you try this one? Well I might try that one. But

I like the other, it is so good; it has a very good taste, it is easily prepared, and all of the family like it. Say, did you ever slide to the edge of a roof? Well you are close enough to stop and take hold. What for? Why if she would have said I won't take any other kind you might have had a fall. Now she is gone and I am afraid she will not like that kind. And if she comes again and asks for the kind she wanted say, Oh well, if she says it is so good and the family like it then it is easy to sell to others. She will tell her neighbors and they will soon tell others. Soon the whole town will know about it. All the family will talk about it, as they are all well known and have influence. And the people have lots of confidence in them, besides I can tell the trade that Mrs. Good has tried and recommended this brand to me; some strength to that. The clerks can tell about it. Say that the goods are Nationally advertised or the Boss read about them and seen them largely advertised. No, Mrs. Good tried the brand and she recommends it to the Boss. I need no more calls. I am ready to stock the Nationally advertised article on the value of the first call. No hurry if the representatives tell you. No hurry if you read and see that the article is Nationally advertised. But when you get a call you get close to the edge. Better take a hold. I reached the moments.

By Clarence Nagle, Columbia, Pa.

With regard to which is the psychological moment to stock Nationally advertised goods. I think that the best time to stock them is when you begin to get demand for them. If there is a jobber near you you can get the goods almost immediately.

But if you stock up as soon as the manufacturer tells you he is going to advertise it may be a couple of months before there is any demand for the article in your locality, or it may not take at all and you will be left with a lot of dead stock on your hands.

By "A Reader," Watervliet, N. Y.

My idea is the moment for stocking Nationally advertised goods is when the merchant begins to receive inquiries. My reason for this is, many times

things are advertised and the merchant hasn't any call for them. In one case while working in this store I noticed a certain article advertised. We hadn't any of

this in stock, also we hadn't received any calls for it. We didn't put any in stock until we began to receive calls for it. Then we began to receive many calls and

finally stocked up good, although I think that there isn't anything better than "advertising" for selling a new article, because if you don't advertise the clerk won't ad-

vertise for you. This is my observance while working in this store.

Advertising does a world of good.

Here is the Next Contest Subject:

It concerns the quality of Nationally Advertised Goods. How have you found them—are Nationally Advertised products any better than other brands of the same product not Nationally Advertised? Have you found them better in your own home use? Have your customers told you they were better?

The subject formally stated is this:

9—Give your experience with the quality of Nationally Advertised Goods—are they better or poorer quality than the brands sold without General Advertising?

All Papers Must be in by Thursday, July 30, 1914

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XXIII.—There are Other Good Drinking Coffees Besides Java and Mocha.

By WILLIAM B. HARRIS.

Just what constitutes the best blend of coffee is a question that has never been definitely answered. Hundreds of buyers thought there was absolutely nothing worth while in a blend of coffee excepting Java and Mocha, and the most astonishing fact was that they thought they were getting those identical coffees no matter what the price happened to be. I once saw a dealer pick out the large beans from a scoop full of Santos and point them out to his customer as a beautiful Java, after which he carefully selected a few small beans, cracked them on the counter, and invited her to smell that Mocha. All out of the same scoopful of Santos for a pound of which she paid 20 cents and went away satisfied that she had the blend of all blends—Java and Mocha.

After all is said and done, a satisfactory coffee is a matter of preference, some selecting one character and some another. As they can no longer buy all kinds

as Java and Mocha, customers must purchase what suits their taste and pocket book, under the correct name of the coffee, or under some brand name, advertised to a greater or lesser extent.

It is certain that a blend of coffee from the product of the Dutch East Indies and Arabia produces results that are not obtainable with any other growth of coffees. The Sumatra coffees have a character that is lost where the seed is transplanted to other countries. Even the actual types of Java, which have become better known since the Food and Drugs Act shut out the use of the term for coffees from the neighboring and larger island, have a distinct cup character easily discernable from other coffees.

There is only one Mocha. A fancy Bourbon may have a winey acid, the nearest approach to Mocha, but still very far removed from the actual character of the coffee from Arabia. There is something indescribably pleasing that arises with the steam

from a cup of fine Mocha coffee while the liquor is smooth and rich, making one of the finest after-dinner coffees imaginable.

Large handsome bean, smooth, full bodied coffees are produced in other countries, transplanted from either the Dutch possessions or Arabia. Some of these coffees are fast becoming indispensable in standard blends. This is noticeably the case with the coffees from Colombia, known to the trade as Bogota. These coffees have a very full rich body, making them particularly desirable as the backbone of innumerable blends and brands. Bogota coffee, blended with Santos, has probably given the public more Java and Mocha than the sale of the genuine product.

Combinations, containing Guatemala and Mexican coffees must not be overlooked, as no coffee roaster can afford to be without both these coffees if he is catering to the different tastes in various sections of the country. Where certain brands have been established, made up of fancy South or Central American types, it will be found to be a difficult matter to switch those who have become accustomed to them over to a blend of Java and Mocha even if it was possible to do so at the same price.

In the opinion of some a Java lacks character, and they prefer blends having the heavy Bogota cup or that of the acid Mexican. In the last analysis we find ourselves at the point at which we started, namely, that one particular blend will not suit all coffee drinkers. The blend that gives the result the individual desires

may be a high priced or a very moderate priced coffee. In either case, however, it will be absolutely spoiled unless it is carefully prepared for the table. The great secret of good coffee after all is in the making.

ECHOES.

I have been for some time a subscriber to two grocers' magazines and find I get a good deal of information out of them, even if I am 63 years old and for 32 years have been a grocer. "Don't you feel sorry for me?" Last year I was induced by a friend to try yours and now see my friend got me into trouble, for the "Modern Merchant and Grocery World" has been so good I feel obliged to enclose a check to renew my subscription and add a third journal of trade to my other troubles.—C. J. Wood, 413 Concord street, Corry, Pa.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere

Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

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WITH THE EDITOR

We have the following from a valued subscriber:—

Plainfield, N. J., June 30, 1914.
To the Editor.

Dear Sir:—Will you please inform me through your valuable paper, the "Modern Merchant and Grocery World," if a college education is essential for a man entering business, or if it is not, please state reasons.

Thanking you in advance for your answer, I remain,
Yours truly,
SOLOMAN MANN.

Most positively a college education is not *necessary* for a man entering business, though it may be a good thing to have. Naturally it depends both on the business, and on the man. That it is not necessary is shown by the fact that some of the most conspicuous successes in business life have been made by men who have had no college education. The average business man, in fact, who is doing a moderate sized business, is not a college graduate. We do believe, however, that a short course in a good *business college* is an excellent thing for anybody who expects to go in business. Or even a correspondence course in the subjects with which a business man must deal.

Many believe that a college education unfits a man for practical business. He gets a great mass of stuff that he can never use unless he follows some of the professions, and not always in them. He also is apt to learn and do much that is idle and vicious. Going to college is a sharp test of character; many young men come out worth much less than when they went in. They all come out late, too—the boy who had to be content with a public school education has several years start of them in actual work.

One of the very greatest advantages of a college education is the social advantage—the chance that it gives to form friendships and acquaintances which one may turn to use in after life. As for the learning one gets from college, there is nothing whatever that one cannot get from books outside of college, and get it too

while laying a foundation for a business career. It is not so easy to get it that way, but it can be done, and learning thus gotten will last longer and be more appreciated.

From a communication just received by this paper from a subscriber we take the following:—

I have done no advertising for three or four years. Some of my reasons are:—

1st.—Do not feel I can write a catchy ad.

2d.—I would have to advertise in all three papers published in this town (3,000 population), or the other fellow would get jealous. Expense too great for benefit derived. Everybody knows everybody here and a little more, too.

Are these good reasons for suffering the loss of the benefit which can undoubtedly come from the right kind of advertising in a country town? We think not. Certainly the belief that this friend can not write a catchy advertisement is not a good reason. Just as soon let a man refuse to walk because he feels that his gait is ungraceful. No man ever wrote a catchy advertisement the first time he wrote one. Everybody must make a beginning, and a man is foolish, in the writer's judgment, if he refrains from advertising merely because he cannot at the beginning write advertisements that suit him.

The second reason probably is shared by a large number of country merchants—they must advertise in all papers if they advertise in any, merely because those not patronized may be jealous. A good way to get rid of this objection forever is to advertise a good bargain first in one paper, then in another, then in the third. If two give no results, and the third does, the two can no longer object to the exclusive patronage of the other. "I gave you a fair trial and you did not make good." If they all give good results, then it will pay to stay in all. If none give results, then you at least have some evidence that they are not profitable mediums. To-day you have no evidence.

We believe that investigation would show that the best medium for country town advertising is a little store paper, carefully prepared and carefully distributed.

At the recent convention of the National Wholesale Grocers' Association a paper was read on "The Science of Cost Finding Applied to the Wholesale Grocery Business." The author was E. E. Sheasgreen, a Chicago expert on costs. The paper is largely technical. One wonders, after reading it, whether the consumer really receives proper compensation for all the costs that are loaded upon the original cost of merchandise. For of course the consumer has to pay them all.

The core of Mr. Sheasgreen's address is as follows:—

In the grocery business, as in any other business, the original capital invested in the land and buildings must bring back, and the same must be included in the cost, a rent made up of the interest on the original capital invested in the land and buildings, taxes on the same, insurance on buildings, and a replacement of the original capital invested in the buildings, according to the construction—much more for frame or mill construction than for that of steel or concrete. If there are to be permanent care-takers, and if heat and elevator service are to be furnished the tenants, these are also rent charges.

We find so many good business men do not figure rent into their cost because they own the property on which they do business. When they leave rent out of their cost, they are giving away values to the amount of what the rent would actually figure according to the method outlined above.

Whether a company owns or rents its quarters, the following make up its building expense group—rent, heat (unless in the rent item), janitor expense and repairs. These are the expenses for area occupied.

After the floor space has been accepted and must move in our plant and store equipment, and the expense items on the original capital invested in all tools, machinery and office and store fixtures, are known as the valuation expense group—the depreciation on the original capital invested, and interest at prevailing rates on the same, insurance and taxes. These are the expenses on the capital invested in the mechanical or physical equipments of the business.

The "load" is increasing, for now we must add the general office expense group—executive, clerks, bookkeepers and cost clerk salaries, telephone and telegraph, postage and

supplies, organization dues and miscellaneous.

And still we are not through with the "burden," for now there looms up the selling and shrinkage expense group, such as salesmen's salaries, clerks, bookkeepers and telephone and telegraph operators (where a sales department has such service), traveling expenses, allowances and deductions, bad accounts, commissions, interest and discounts, and interest on commercial investments—such as interest on—now listen—raw stocks, manufactured goods, accounts and bills receivable, bank balances, and in case of manufacturing institutions, work in process.

And still we must "load" the poor product with expenses, for we face the stock storage group—items that are chargeable directly to each commodity handled, such as the packing, delivering, car fare, barn and wagon expense, cartage, etc.

In order to have some help with this "load" we must have light and power, and then continue to add department direct expense, department payroll, supervision and all spoilage items chargeable to a department.

This surely seems formidable, and it is. Doubtless many consumers, who as stated, pay all this, would be unable to see why they should pay the association fees of the wholesaler who supplies goods to the retailer who supplies them. Association fees would not go far to advance the prices of goods, perhaps, but with other items of the same sort the difference might be appreciable.

There is of course nowhere for the cost of selling to go except on top of the cost of the goods. The next buyer takes the goods with that cost of selling added, adds his own cost of selling and his profit, and passes them on to the next buyer. Where there are several middlemen, the total toll has undoubtedly become tremendous by the time the product reaches the ultimate consumer. But what else can be done? Some of the cost items, which the consumer pays, he gets benefit from, and should pay. The balance are mere extravagances and dead weights—the consumer gets no benefit from them and therefore should not bear them. The remedy is not to put them on somebody else, but to cut them out.

Our objection to the present cost system is the fact that so many buyers have to bear others' burdens. The buyer who pays cash and takes his goods away pays precisely as much as he who

definitely multiplied. No such system of distributing goods can be fair—every buyer should pay for *all* the special services rendered him, and the buyer who gets no special service should not be charged for somebody else's.

Raisin Day and What An Erie (Pa.) Grocer Got Out of It.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

The Effect of Prohibition on Retail Business

Retailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and they will appear below from time to time. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

**By Walter Kingsley & Son,
Plainfield, Conn.**

Our business is best under a no license vote, although the vote is not enforced. Were the no license vote enforced as it should be we think business would be even better than it now is.

**By Smith & Cummings, No. 305 N.
Main St., Barre, Vt.**

We would say that our store is located right in the heart of where the license places were located. There was one first-class and one second-class in the first block at our left, and we had to do some work to keep one out of the block that we are in.

The people of the city knew just how we felt toward the rum question, and when they opened we cut out all of the credit that we thought it would effect and did a cash business as far as possible, and the people realized our position (we mean the temperance people) and they put themselves out to trade with us as much as possible (that is we feel that was the case) and our trade held up well.

We think we did fully more than the year before, but do not think as large a gain as we were having from year to year, as our business has gained, but no thanks to the rum question.

**By George W. Sawyer,
Franklin, N. H.**

In my opinion my trade has been better under no license and collections have been easier, a possible indication that heads of families have more money for groceries when it is not expended in the saloon. Our city is not absolutely dry, as drug stores, hotels, and I fear pocket peddlers, do some business, but I feel sure much less is sold than under

license. I have recently moved into the finest equipped store in this section and this may in part account for improved trade conditions.

**By L. F. Koenig & Co., Pomeroy,
Wash.**

Our business has been increasing; cannot state if this is due directly to dry conditions. This community is a prosperous one and perhaps no unusual change is due to the changed conditions.

I can cite numerous individual cases where men who formerly had no credit and were poor providers, now purchase liberally of the necessities of life for their families, and either always pay cash or if given credit pay promptly. This refers especially to wage earners.

Peace and moral conditions are better, but not what they should be, as much liquor is brought in from out of town.

By A. L. Johnson, Orange, Mass.

In reply to your request, would say I am now in a wet territory since May 1st. Personally I am of the same opinion as yourself, and am opposed to liquor first and last.

While I could not give you a direct answer to your questions, have always claimed that money spent for liquor was diverted from the necessities of life and the proper support of the family, as I know in some cases families have to go without food and clothing because of money so spent, and I claim collections are not as good in license towns. Of course when you speak of dry territories we all have to admit that there is quite a little of the business done even if towns vote no license. The majority of town of-

ficials and many others give silent consent to speakeasies. For all that I claim conditions are better in no license towns than in license towns.

I will say this for my own town, that even with license it is pretty peaceful and quiet.

Hoping I have answered your request in a satisfactory manner.

**By A. D. Newell & Co.,
Mahoningtown, Pa.**

As a member of the firm of A. D. Newell & Co., I will answer your questions from a personal standpoint.

To your question as to effect of abandoning the sale of liquor, would say that it has had a good effect upon our business and think the same answer would apply to the general conditions of our town. As a whole, I think collections in our city have been better since we have been under prohibition than they have ever been before.

As to the effect upon the average sales to each customer, would say that that is a very hard question to answer, conditions existing as they are now in our city. Our trade is composed wholly of railroad people, as this town is a railroad center, and the business on the railroad has been very slack for the last year, bringing about conditions which makes it hard to answer your question.

As to the general peace and order of the town, would say that it has been much better since the saloon has been eliminated from our county. Personally, I am for prohibition first, last and all the time.

Pennsylvania Organization Notes.

Organizer William Smedley will address the Allentown Grocers' Association on Monday, July 6th. The association is protesting against some extra city

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Dover, N. J.

Simplifying the Show.—An elaborate display of one thing in the ordinary size store at this time of the year doesn't pay.

But a simple display of twenty things does pay.

And these twenty things need not occupy a space larger than a table, or improvised table, 3 x 10 feet.

The amount of labor that the average clerks puts into his average display of summer goods can be cut down 75 per cent., and at the same time be at least 50 per cent. more effectual.

Follow me while I lay out your show. It will be quite out of the ordinary, and because it is out of the ordinary, in the first place is, perhaps the better reason why you should adopt it. Odd things attract, not freakishly odd, not odd in a clumsy sense, but odd in an attractive sense.

The table is ready and it's covered with white paper, not manilla paper. Top of it down go twenty dinner plates—ordinary plain, white, everyday plates.

Upon these you place your goods. All bottle goods, remember, and not over

five and never less than two to a plate—one at least standing. Each plate, of course, must be represented by a price ticket.

It isn't necessary to tell you the variety of goods that should go on these plates. Bottle goods is sufficient—kind of bottle goods that appeal to people in the summer.

The man that starts this table—this "simplifying the show" idea—and keeps it in shape, will be constantly encouraged by the sales it will command and the nice comments it will bring from people who appreciate smart doings.

"Smart doings" are the life of a store. It needs changes of dress and change of style just as much as you do.

Make it responsive; make it a tempter; make it a big, successful silent salesman.

What a splendid chance a young fellow has in a good line grocery to tempt people.

A sign on everything; a display everywhere; new goods coming, old goods going.

From morning till evening you haven't an idle minute.

tax which has been levied on the grocers. The Allentown association is just effecting a reorganization.

Pittsburg grocers are making a strenuous effort to enforce the Sunday closing law. It is the foreign element that causes all the trouble.

Secretary C. A. Bell is working hard to make the grocers' picnic of the Pittsburg grocers a big success.

President Durlin, of the Pittsburg association, has just been successful in a contest, winning two electric cars and a cash prize.

Mr. Smedley addressed the Pottstown Merchants' Association on Monday, June 29th.

Kittanning has a good association and still growing. Mr. Smedley will visit this association early in July. D. A. Held, the secretary, is a hard worker.

Erie retail grocers will picnic at Conneaut Lake on Wednesday, July 15th.

Sharon business men have arranged for bargain days for out-of-town customers each week during the summer. On July 4th the merchants have arranged for a big fire works display.

The Erie Business Men's Association is investigating the Cleveland method of credit rating and collection.

Organizer Smedley visited the Pottstown association on June 29th and made an address which was apparently well received.

The Pottstown association is composed of the live wire merchants of the town and the members are enthusiastic in their efforts to make their work effective. It is expected that this association will affiliate with the State association before the State convention. J. Allen Brandt is president; William D. Stamm, secretary. The committee having charge of the meeting consisted of J. W. Glass, chairman; Harry J. Bahr, William E. Mills, Isaac Miller and Thomas A. McCaslin.



Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Contributed.

Standard Oil Co. Says It Never Freezes Competitors Out

Neither Does It Sell at Different Prices in Different Localities, Except Where Different Freight Rates Make It Necessary to Do So.

Certain newspaper articles recently published are in error in stating in the latter half of the year 1913 this company was admitted to the State of Missouri after having been ousted and kept from doing business in the State. This company never ceased to do business in the State of Missouri. There was a writ of ouster issued against us, but when the facts were all tried out before the Supreme Court of Missouri this ouster was cancelled. Pending the outcome of this ouster, this company continued doing business at the points where it had been doing business in Missouri, but it did not extend its operation, and when the writ was suspended, we began to put in stations over the entire State of Missouri where we formerly had not done business.

We will plead guilty to having reduced the price of gasoline and oil in the balance of the State of Missouri to a parity with the prices at which we had been doing business in the remainder of the State. This did result in giving the dealers and consumers a lower price in these sections, but it simply resulted in giving them the same price that the other dealers had been enjoying for years past, and which these dealers would have enjoyed had we been permitted to do business in the remainder of the State. This cannot be considered as a very great offense on the part of this company, but when put in its proper light should be a rather grave charge against other oil companies, who were apparently holding up the dealers in the section of Missouri in which we were not operating.

The statement is made that several independent oil companies have been forced out of business in St. Louis. I am unable to locate a single one that has gone out of business. It is a fact that when our last reduction on oil was made in St. Louis, that the price at East St. Louis was not lowered until a few days after the price went into effect at St. Louis; the reason for this being that East St. Louis is handled by a different division from the St. Louis division, and St. Louis being a main station, the market went into effect the moment our manager at St. Louis received advice of the decline, whereas in the case of East St. Louis it had to go through the channel of advice to the Decatur, Ill., manager, and by him transmitted to his agent at East St. Louis.

Various newspapers seem to be laboring under the impression

that if our prices at Chicago is 6 cents, that our price in North Dakota should also be 6 cents. I am making this a little strong so that the point will be clearly out that the charge made against us as to discrimination seems to be based on the fact that these papers seem to think our price should be uniform over an entire State or district.

Our prices are uniform, but they are uniform based on the cost of transportation and handling charges. For instance, in the case of the complaint from Waverly as against our market of 7½ cents at that point compared with 6½ cents at East St. Louis. We should charge a higher price at Waverly than at East St. Louis, because we have to pay more freight from the refinery to Waverly than to East St. Louis, and also the marketing or cartage charge is more. These two items make up the exact difference in price between the two points.

The statement is made that it has always been the policy of the Standard Oil Company to cut and slice prices to a lower point than where independents can make a living profit. This is not and never has been true. The policy of the Standard Oil Company has always been to sell the best goods possible at the lowest possible price, and the hundreds of thousands of satisfied customers of this company is the best testimonial it can have. They know from experience that when they buy goods from this company they can depend upon the representation made as to the quality and quantity of the goods and that the price is right.

This article states that the fact that we cut prices below a living profit for the competitors was disclosed to the satisfaction of everyone in the progress of the ouster proceedings. This statement is not true; first, because this question was not involved in the case; and second, because there were no variations in the prices, except as were justified in the transportation between different points. There was at that time, and is now, a law on the statute books of Missouri known as the Anti-Discrimination Law, which law this company has scrupulously observed, obeying both the letter and the spirit of the law, to which fact every Attorney-General of Missouri will testify.

The explanation as to the difference in price between Hannibal and Huntsville is as explained above in

the case of Waverly. Hannibal is a station town to which we ship goods in bulk. Huntsville is a small town outside of a station, to which we have to haul, and the difference in price of 1½ cents per gallon is made up by the difference in freight to the two points from the refinery, and the cost for cartage from the station town to Huntsville. In the case of Atchison, Kansas and Collinsville, Ill., the same is true, and it bears directly on the statement made above, that certain newspapers seem to be under the impression that we should make the same price all over the country, which obviously we cannot do, as we must take the transportation into consideration, and the Anti-Discrimination Law, above referred to,

compels us to do so. We would be discriminating against one town that had a low freight rate if we did not charge a higher price at a town having a higher transportation charge. This explains the statement that is made that we have a different price on oil at practically every point of the territory. We should do so because the freight rates vary.

If at any time anybody feels that we are not dealing absolutely fairly with our trade, we will be very glad to have the facts put before us and we will demonstrate to their satisfaction that our prices are right, or we will make them right.

(Signed) P. C. CRENSHAW.

The Standard Oil Co.

New York, July 2, 1914.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

July.

McCall's Magazine.

Necco and Hub Wafers, five inches.
Cream of Wheat, one page.
Gold Medal Flour, one page.
Borden Eagle Condensed Milk, one page.
Campbell's Tomato Soup, third page.
Post Toasties, third page.
Postum, third page.
Wear-Ever Aluminum, eight inches.
Junket Dessert, two inches.
Ariosa Coffee, one page.
Jell-O, two-thirds page.
Coca Cola, one page.
Crisco, half page.
Van Camp's Pork and Beans, two-thirds page.
Swan's Down Cake Flour, three inches.
Mapleline, three inches.
Puffed Wheat and Rice, two-thirds page.
Tanglefoot Fly Paper, eight inches.
Remmer's Peroxide Bath Soap.
Minute Gelatine, five inches.
Burnham & Morrill Fish Flakes, three and one-half inches.
Nabisco and Adora Wafers, half page.
Three-in-One Oil, one inch.
Grape Nuts, one page.
Grape Nuts, one page.

Saturday Evening Post.

Gold Medal Flour, one page.
Campbell's Soups, half page.
Cox Gelatine Co., quarter page.
Barrington Hall Coffee, quarter page.
Welch Grape Juice, half page.
Blue Label Ketchup, ten inches.

Ralston Wheat Food, half page.
"Sunkist" Oranges and Lemons, two half pages.
Two-in-One Shoe Polishes, quarter page.
Whitman's Chocolate Products, quarter page.
Blue Label Ketchup, eighth page.
Huyler's Chocolate Products, eighth page.
Borden's Eagle Brand Condensed Milk, one page.
Carnation Milk, two quarter pages.
Bull Durham Tobacco, one page.
Two-in-One Shoe Polishes, six inches.
Cream of Wheat, one page.
Ivory Soap, one page.
Tuxedo Tobacco, one page.
Velvet Tobacco, half page.
Old Dutch Cleanser, quarter page.
Stag Tobacco, eight inches.
Kellogg Toasted Corn Flakes, one page.
Crisco, one page.
Borden's Eagle Milk, quarter page.
Onyx Ware, eight inches.
Underwood Deviled Ham, quarter page.
Van Camp's Pork and Beans, one page.
Armour's Grape Juice, one page.
Puffed Wheat, half page.
Campbell's Soups, half page.
Kellogg's Toasted Corn Flakes, half page.
Clicquot Club Ginger Ale, one page.
Whitemores' Shoe Polishes, four inches.
Tanglefoot Fly Paper, eight inches.
Carnation Milk, quarter page.
Austin's Dog Bread, four inches.

Purity Rolled Oats, one page.
Old Dutch Cleanser, one page.

Leslie's Weekly.

Armour's Grape Juice, one page.
Puffed Wheat and Rice, one page.
Coca Cola, two quarter pages.
Beeman's Chewing Gum, ten inches, twice.
Post Toasties, quarter page.
Eagle Brand Condensed Milk, quarter page.
Blue Label Ketchup, eighth page.
Grape Nuts, one page.
Swift's Premium Ham and Bacon, quarter page.
Quaker Oats, half page.
Postum, quarter page.

The Youth's Companion

Campbell's Soups, two half pages.
Puffed Wheat and Rice, two half pages.
Royal Baking Powder, quarter page.
Postum, six inches.
Baker's Cocoa, four inches.
Minute Tapioca, six inches.
Van Camp's Pork and Beans, quarter page.
Three-in-One Oil, six inches.
Crisco, quarter page.
Tanglefoot Fly Paper, eight inches.
Blue Label Ketchup, eight inches.
Swift's Silver Leaf Lard, quarter page.
Wrigley's Spearmint, sixteen inches.
Libby's Milk, one page.
Grape Nuts, one page.
Nabisco and Adora Wafers, quarter page.

The Outlook.

Coca Cola, one page.
Bon Ami, one page.
Quaker Oats, one page.
Blue Label Ketchup, half page.
Post Toasties, one page.
Ivory Soap, one page.
Puffed Wheat and Rice, one page.
Jell-O, one page.
Nabisco and Adora Wafers, one page.
Tuxedo Tobacco, one page.
Huyler's Chocolate Products, half page.
Crystal Domino Sugar Products, quarter page.
Royal Baking Powder, one page.

Collier's Weekly.

Knox Gelatine, ten inches.
Three-in-One Oil, five inches.
Wrigley's Spearmint, quarter page.
Carnation Milk, four inches.
Shredded Wheat, one page.
Chicquot Club Ginger Ale, one page.
Mapleine, eight inches.
Necco and Hub Wafers, eighth page.
Armour's Grape Juice, one page.
Puffed Wheat and Rice, half page.
Moxie, four inches.
Crystal Domino Sugar Products, four inches.
Coca Cola, one page.
Welch Grape Juice, half page.
Velvet Tobacco, quarter page.
Bull Durham Tobacco, one page.

Scribner's Magazine.

Swift's Premium Ham and Bacon, one page.
Jell-O, one page.
Crystal Domino Sugar Products, quarter page.
White House Coffee and Teas, half page.
Maillard Chocolate Products, one page.
Ivory Soap, one page.
Shredded Wheat, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Postum, quarter page.

Harper's Monthly.

Shredded Wheat, one page.
Jell-O.

Post Toasties, one page.
Nabisco and Adora Wafers, one page.
Crystal Domino Sugar, quarter page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Postum, quarter page.

The American Magazine.

Fairy Soap, one page.
Blue Label Ketchup, third page.
Nabisco Sugar Wafers, one page.
Crystal Domino Sugar, four inches.
Lucky Strike Tobacco, half page.
Bull Durham Tobacco, half page.
Ivory Soap, one page.
Welch's Grape Juice, one page.
Grape Nuts, one page.

Everybody's Magazine.

Post Toasties, one page.
Swift's Silver Leaf Lard, one page.
Campbell's Soups, one page.
Blue Label Ketchup, half page.
Fairy Soap, one page.

Crystal Domino Sugar, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Coca Cola, one page.
Three-in-One Oil, quarter page.
Burnham & Morrill Fish Flakes, quarter page.
Repkus Shoe Dressing, quarter page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.

Smart Set

Post Toasties, one page.
Ridgway's Teas, one page.
Kaffee-Hag, one page.

Ladies' Home Journal.

Pompeian Olive Oil, four inches.
Yacht Club Salad Dressing and Tomato Catsup, eighth page.
Colburn's Mustard, two inches.
Van Camp's Pork and Beans, half page.
Campbell's Tomato Soup, half page.
Sani-Flush, eighth page.
Kellogg's Toasted Corn Flakes, one page.

Old Dutch Cleanser, eighth page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, one page.
Puffed Wheat and Rice, half page.
Red Wing Grape Juice, one page.
Borden Eagle Brand Condensed Milk, one page.
Products of National Biscuit Co., half page.
Underwood Deviled Ham, quarter page.
Minute Gelatine, eight inches.
Burnett's Vanilla, eighth page.
Gold Dust, eighth page.
Hormel's Dairy Hams and Bacon, three inches.
Hawaiian Pineapple, eighth page.
Carnation Milk, quarter page.
Mapleine.
Jell-O, half page.

Good Housekeeping.

Baker's Cocoa, one page.
Gold Medal Flour, one page.
Borden Eagle Brand Condensed Milk, one page.
Armour's Simon Pure Leaf Lard, one page.



HANDLE YOUR ACCOUNTS AND RECORDS THE

NEW and EASY WAY

In the past eleven years more than 100,000 merchants in many different leading lines of business discarded the old bookkeeping methods and installed the **new** and **easy way** of handling accounts and records.

The following is a list in part of some of the different lines:—

*General Merchant
Hardware
Drug
Commissary
Dry Goods
Lumber
Furniture
Provision
Laundry
Contractor (Time and Stockkeeping)
Coal, Ice and Transfer
Jeweler*

*Manufacturer (Stock-keeping & Inventory)
Garage
Dairy
Tailoring
Confectioner
Plumber*

*Shoe
Music
Book Store
Electric Goods
Flour and Grist Mill
Wall Paper and Paint*

This New Style Expansion Register →

contains a minimum of 220 regular accounts and can be expanded to a maximum of 860 regular accounts. Expansion possibilities 640 accounts. Built and finished to suit your business.

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

FIRST AND STILL THE BEST!

is the **new** and **easy way** and can be fitted to your business, large or small.

Let us explain what the **McCaskey System** will do for you. The information we can give will be worth real money. Don't delay, but write to

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Minneapolis, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world



Wesson Cooking Oil, one page.
 Crisco, one page.
 Shredded Wheat, one page.
 Campbell's Soups, one page.
 Beech-Nut Peanut Butter, two pages.
 Hotel Astor Rice, one page.
 Nabisco and Adora Wafers, one page.
 Crosse & Blackwell's Jams, Marmalades, one page.
 Kellogg's Toasted Corn Flakes, one page.
 Pompeian Olive Oil, one page.
 Underwood Deviled Ham, one page.
 Burnett's Vanilla, half page.
 Wright's Silver Cream, half page.
 Three-in-One Oil, quarter page.
 Burnham & Morrill's Fish Flakes, quarter page.
 Campnig Lunch Rolls, quarter page.
 McMonagle & Rogers Vanilla, quarter page.
 Colburn's Spices, quarter page.
 Nesnah Dessert, quarter page.
 Artand Olive Oil, quarter page.
 Sani-Flush, one page.
 Knox Gelatine, one page.
 Cox Gelatine, one page.
 Armour's Grape Juice, one page.
 Worcester Salt, one page.
 Swift's Silver Leaf Lard, one page.
 Ivory Soap, one page.
 Bon Ami, one page.
 Old Dutch Cleanser, one page.

The Century Magazine.

Swift's Premium Ham and Bacon, one page.
 Shredded Wheat, one page.
 Nabisco and Adora Wafers, one page.
 Crystal Domino Sugar, four inches.
 Ivory Soap, one page.
 Libby's Luncheon Meats, one page.
 Grape Nuts, one page.

Ladies' World.

Wrigley's Spearmint, one page.
 Post Toasties.
 Hawaiian Pineapple, quarter page.
 Van Camp's Pork and Beans, half page.
 Postum, quarter page.
 Borden Eagle Brand Condensed Milk, half page.
 Products of National Biscuit Co., half page.
 Puffed Wheat and Rice, half page.
 Gold Dust, eighth page.
 Pompeian Olive Oil, four inches.
 Swift's Wool Soap, five inches.
 Mapleine, three and one-half inches.
 Fairy Soap, quarter page.
 Carnation Milk, quarter page.
 Three-in-One Oil, one inch.
 Tanglefoot Fly Paper, eight inches.
 Burnham & Morrill Fish Flakes, four inches.
 Cream of Wheat, one page.

Delineator.

Coca Cola, one page.
 Gold Medal Flour, one page.
 Procter & Gamble's White Naphtha Soap, quarter page.
 Crisco, one page.
 Post Toasties, quarter page.
 Postum, quarter page.
 Products of National Biscuit Co., half page.
 Jelly-O, half page.
 Van Camp's Pork and Beans, half page.
 Puffed Wheat and Rice, half page.
 Borden Eagle Condensed Milk, half page.
 Tanglefoot Fly Paper, eight inches.
 Carnation Milk, quarter page.
 Kellogg's Toasted Corn Flakes, one page.
 Grape Nuts, one page.

The Woman's Magazine.

Coca Cola, one page.
 Gold Medal Flour, one page.

Crisco, one page.
 Procter & Gamble's White Naphtha Soap, quarter page.
 Postum, quarter page.
 Post Toasties, quarter page.
 Jelly-O, half page.
 Products of National Biscuit Co., half page.
 Puffed Wheat and Rice, half page.
 Carnation Milk, quarter page.
 Van Camp's Pork and Beans, half page.
 Tanglefoot Fly Paper, eight inches.
 Kellogg's Corn Flakes, one page.
 Grape Nuts, one page.

Designer.

Coca Cola, one page.
 Gold Medal Flour, one page.
 Crisco, one page.
 Procter & Gamble's White Naphtha Soap, quarter page.
 Post Toasties.
 Postum, quarter page.
 Jelly-O, half page.
 Puffed Wheat and Rice, half page.
 Van Camp's Pork and Beans, half page.
 Products of National Biscuit Co., half page.
 Carnation Milk, quarter page.
 Tanglefoot Fly Paper, eight inches.
 Three-in-One Oil, one inch.
 Junket Dessert, one and one-half inches.
 Kellogg's Toasted Corn Flakes, one page.
 Grape Nuts, one page.

St. Nicholas.

Fairy Soap, one page.
 Campbell's Soups, one page.
 Puffed Wheat and Rice, one page.
 Jelly-O, one page.
 Huyler's Chocolate Products, half page.
 Three-in-One Oil, quarter page.
 Nabisco and Adora Wafers, one page.
 Ivory Soap, one page.
 Crystal Domino Sugar, one page.
 Grape Nuts, one page.

McClure's.

Campbell's Soups, one page.
 Post Toasties, one page.
 Bon Ami, one page.
 Adora and Nabisco Wafers, one page.
 Fairy Soap, one page.
 Crystal Domino Sugar Products, quarter page.
 Cream of Wheat, one page.
 Shredded Wheat, one page.

Woman's Home Companion.

Ivory Soap, one page.
 Welch Grape Juice, one page.
 Bon Ami, one page.
 Post Toasties, quarter page.
 Shredded Wheat, quarter page.
 Campbell's Soups, half page.
 Borden Eagle Brand Condensed Milk, half page.
 Grape Nuts, one page.
 Coca Cola, one page.
 Postum, quarter page.
 Crisco, quarter page.
 Puffed Wheat and Rice, half page.
 Jelly-O, half page.
 Van Camp's Pork and Beans, half page.
 Red Wing Grape Juice, one page.
 Swift's Silver Leaf Lard, quarter page.
 Burnett's Vanilla, eighth page.
 Junket Dessert, two inches.
 Colburn's Mustard, two inches.
 Products of National Biscuit Co., half page.
 Sani-Flush, eighth page.
 Tanglefoot Fly Paper, eight inches.
 Blue Label Ketchup, eighth page.
 Huyler's Products, eighth page.
 Kellogg's Toasted Corn Flakes, one page.

Pictorial Review.

Cream of Wheat, one page.
 Welch Grape Juice, quarter page.

Ivory Soap, one page.
 Campbell's Soups, half page.
 Postum, quarter page.
 Blue Label Ketchup, eighth page.
 Crisco, eighth page.
 Post Toasties, quarter page.
 Puffed Wheat and Rice, half page.
 Coca Cola, one page.
 Van Camp's Pork and Beans.
 Jelly-O, half page.

Borden Condensed Milk Co., half page.
 Sani-Flush, eighth page.
 Wool Soap, six inches.
 Junket Dessert, two inches.
 Burnham & Morrill Fish Flakes, four inches.
 Products of National Biscuit Co., half page.
 Minute Gelatine, eight inches.

The New York Letter

Work Under Weights and Measures Law. Jobbers and Manufacturers Combine to Fight Bankruptcy Frauds. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, July 2, 1914.

It is likely that the retail grocery business in this city will soon begin to notice the effect of some work which has recently been started by Commissioner Hartigan, the new head of the city's Bureau of Weights and Measures. He is a strong believer in the theory that many articles are now sold in grocery stores by measure or count that could more fairly be sold by weight. So he has begun a movement to get such articles sold by weight.

The Commissioner has found an old and almost forgotten State law on the subject and proposes to bring it into force. It provides that the customers may require that various kinds of food shall be sold by weight instead of by measure or count.

It is proposed to make use of the public schools and other agencies in educating the public to ask the grocers to sell such foods by weight. The schools will be especially useful, it is expected, in reaching the large foreign population. The children are to be educated to ask for the foods by weight and it is believed that the parents will be led by the children to buy in this way.

In addition, it is intended to interest various associations of housewives so that they may insist upon the grocers selling by weight to a much greater extent than at present.

Eggs, fruit, potatoes and various other kinds of vegetables are included among the articles which the Commissioner believes should be sold by weight. He holds that the sales by weight are more fair and honest to all and also tend to give the consumers better quality in some articles, such as eggs. He says that as the inferior eggs are lighter than good eggs the sale by weight will call attention clearly to the differences in quality.

The new line of work will be pushed more actively in the fall when the schools reopen, but a beginning has already been made in various directions. The Commissioner has five women inspectors now going about the city, visiting the markets and stores and buying food in order to detect violations of the weight and measure law. He is also expecting to get authority from the Mayor to increase this staff of women

inspectors. The women often disguise themselves so as to appear like housewives living in the neighborhood. One of the points to which they are giving special attention is the use of computing scales. It is claimed that in many instances they find that dealers read the scales erroneously by adding a few cents, this being especially the case in some of the city markets.

Jobbing and manufacturing companies in the grocery trade have effected an informal organization to follow up bankruptcy frauds and it is expected that the work will be put upon a permanent basis, as it is said that frauds of this kind have been greatly increasing in recent years.

The first result has been the indictment of S. Landau, H. Landau, George Lippman and Abraham Lippman, who were all in the retail grocery business at 336 East 103d street up to January last. The Landaus are father and son and the Lippmans are relatives. It is charged in the indictment, presented by the Federal Grand Jury, that the firm was engaged in a conspiracy to conceal assets from a trustee in bankruptcy.

After the firm went into bankruptcy a tentative settlement was made, the creditors getting only a small percentage of their claims. While the settlement was pending the creditors got suspicious and employed detectives to trace the movements of the members of the firm for some time prior to the failure since then.

The detectives obtained evidence which was placed before the United States Attorney who sent assistants to make a thorough investigation. It is stated that the investigators found enough hidden assets to pay all of the firm's indebtedness and leave a handsome balance.

According to the evidence, which was next placed before United States Commissioner Gilchrist and Referee William Allen, the members of the firm used a number of schemes to cover up the location of their assets. One was said to be a delicatessen store in which large quantities of food from the grocery were stored. More than a ton of paprika was found in the delicatessen store and large quantities of other food products, in some instances more than is usually carried by an ordinary jobber.

Among the creditors who instigated the investigation were: Austin, Nich-

Increase your sales

\$3.00 per family—each month

The average expenditure per family for raw milk is 10c. per day or \$3.00 per month. Some spend much more. By building up a sale of evaporated milk you can switch that \$3.00, or more, per family into your cash drawer. Every time you persuade a customer to use evaporated milk instead of raw milk, you increase your sales by \$3.00, or more, per month. You can, of course, most quickly increase the use of evaporated milk by handling the brand that is generally recognized as the best repeater.

CARNATION MILK

From Contented Cows

is considered the leading brand of evaporated milk. It is clean, sweet and pure and will appeal to your customers—it will be easier for you to switch them from raw milk to evaporated milk—if you offer them Carnation Milk.

Remember that unless you sell a customer the best evaporated milk you put farther away the time when that customer will use evaporated milk instead of raw milk—that you stand in the way of getting that \$3.00, or more, per month which now goes to the raw milk dealer—so push Carnation Milk—the leading evaporated milk. Your jobber has it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington



ols & Co., F. H. Leggett & Co., Hecker, Jones & Jewell, B. T. Babbitt, Hills Bros., Postum Cereal Co., Sulzberger & Sons, and Huylers.

Austin, Nichols & Co. have taken a leading part in forming the organization which is to continue the work of following up frauds in bankruptcy cases. Many other companies are giving strong support to the movement and it is hoped to eliminate such frauds in the grocery trade, or at least reduce them to a minimum.

It is pointed out that the retailers have a strong interest in encouraging the movement by giving any information at their command, as such frauds are a factor in unfair competition and injure the legitimate retail business in various ways.

One of the wholesalers in talking about the matter said that the wholesalers are themselves largely to blame for allowing such frauds to go through in the past when more critical inquiries would have exposed their real nature. He said that the wholesalers have simply been careless or failed to realize the extent of the evil and how readily it may be checked by organized effort.

In other lines of business there are organized associations which have been upon a smooth working basis for years and have been instrumental in running down all frauds that were attempted, and as a result of their vigilance and activity the evil has been greatly checked in all such lines of trade, but the grocery business, it is said, has been back-

ward in this respect up to this time, at least in New York. It is expected that the new organization will bring about much improvement in such affairs after this.

The Board of Managers of the New York Coffee Exchange this week approved the report of the special committee which formulated rules for trading in sugar futures. It is now expected that the plans will be put into operation nearly in August.

Von Bremen, Asche & Co. have moved into new and spacious offices which have been especially altered and fitted up for the firm in the Powell Building at Hudson and Franklin streets. The firm has warehouses for its fancy imported groceries in this and other cities. It has an olive packing plant at 228 W. Broadway and is interested in similar establishments in France and Italy.

President O. B. McGlasson, of the National Wholesale Grocers' Association, has appointed the following Executive Committee, chosen from the directors of the association elected at the recent annual convention:—

O. C. Maturn, of Chicago; Warren Goddard, of St. Louis; B. B. Cushman, of Detroit; Joseph W. Bragdon, Minneapolis; Chas. Feilbach, Toledo; C. T. Wilson, Buffalo, N. Y.; Clarence E. Hanscome, Boston; James Hewitt, Philadelphia, and B. D. Crane, Fort Smith, Ark.

SUMMARIZED MARKET CONDITIONS.

Spot coffee is quiet and prices steady. The country is buying only in a small way for current requirements and is not looking ahead. The quotations on Santos 4s are from 11¾ to 12 cents, according to quality. Rio 7s are quoted at 8¾ to 8⅞ cents. The mild grades are quiet, with only a small jobbing demand.

Teas are dull. The new arrivals of Japans, Formosas and Cougous are not awakening much interest. The quality of these arrivals has showed improvement in the last week or so, but the assortments here are still poor and full prices must be paid by the buyers when they need some special grade. The trade believes that a livelier market will soon develop as the result of the large crops.

Rice continues to sell only in a hand-to-mouth way. The general tendency of the buyers is to hold off and buy only for present requirements. Reports from the South indicate that the mills are asking full prices on stocks now on hand.

Spices are in fair jobbing demand and the demand is expected to increase next month. Peppers are firmly held and some varieties are scarce. Other lines are not getting any special attention.

Molasses is dull. There is little demand for grocery grades. Prices are steady, as there is no special pressure to sell.

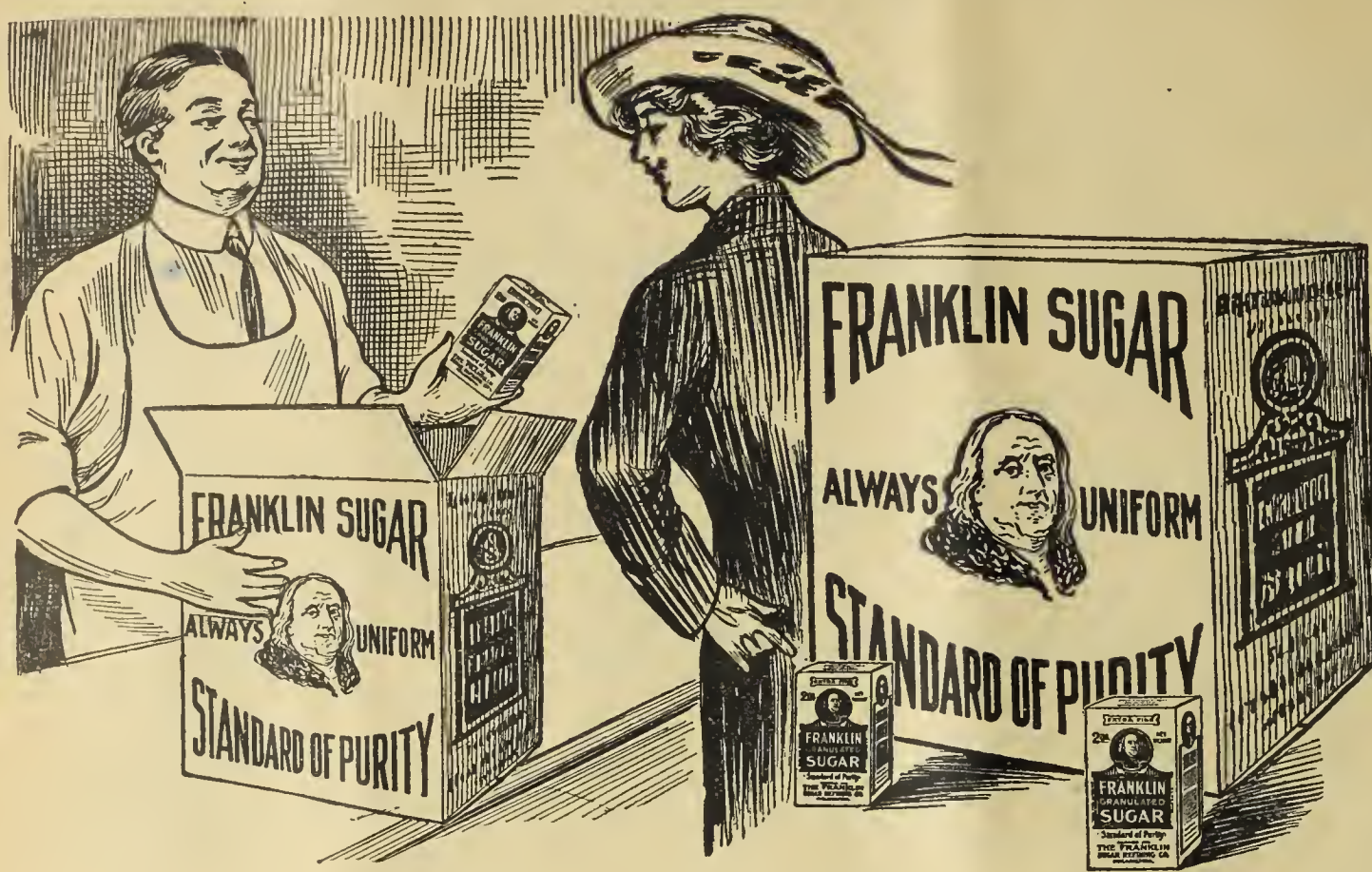
There are moderate withdrawals of refined sugar. Most of the contracts at

low prices have been closed up. There is occasional reselling of standard granulated sugar bought at 3.85 cents for an advance up to 4.15 cents or so. All of the local refiners are quoting 4.30 cents on new business.

Cheap peas are weak and unsettled, as the supplies seem in excess of the demand, although the reports have been indicating short crops. Holders are freely offering standard early June peas at 65 to 70 cents, with few buyers at these figures. In the medium and finer grades the supply does not seem excessive, so the market is steady, although quiet. In spot tomatoes most lots that are sold in this market bring 72½ cents for No. 3 Marylands, f. o. b. Baltimore. Occasional lots are sold at 72 cents, but the quality is said to be a little under strict standards. Corn, beans and other lines on the spot are getting little attention. There is not much doing in future tomatoes. Packers generally refuse to give any concessions from their prices, 75 cents for No. 3s and 55 cents for No. 2s, f. o. b. Baltimore.

In the new pack of California canned fruits little activity is now displayed in this market. Agents of the packers express satisfaction, however, with the total amount of business booked up to date, and the packers seem content to await developments as to further business. Southern canned fruits are firm. There has been more than the average amount of business in white cherries.

Prices on the new crop of California raisins for August and September ship-



Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a **SUPPLY** instead of **SAMPLE**—sell her a **WHOLE CONTAINER** of **FRANKLIN CARTON SUGAR** instead of one or two **CARTONS**.

It's easy to show a woman the convenience of having a **CONTAINER** of **FRANKLIN CARTON SUGAR** in the house, always handy when she needs it.

Selling **FRANKLIN CARTON SUGAR** by the **CONTAINER** is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the **CONTAINER** to make your profit on every **CARTON** in it. When you sell a woman a **CONTAINER** of 30 two-pound **CARTONS** you make the profit on her purchases of sugar for some time to come; if you sell her one **CARTON** you leave an opening for competitors to sell her the other **TWENTY-NINE**. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them **FRANKLIN CARTON SUGAR BY THE CONTAINER**. Try it.

FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds to the CONTAINER. Ask your Jobber for full information as to grades.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar

WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—30 **Franklin Cartons** in a neat **Container**. It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the **Pennsylvania Retail Merchants**

ment have been announced in the last week by the Associated Co. They are higher than the trade had expected. The local trade does not seem willing to pay the prices. Some of the brokers are said to be trying to put through business at special discount, but it is doubtful if the packers will accept such business. Little interest in future dried prunes is displayed by local buyers and the market here seems very easy and irregular. Quotations on 40s to 60s for October shipment, range from 5½ to 6 cents for the four sizes, f. o. b. Dried peaches are dull. Dried apricots are selling slowly for forward shipment, but the coast market is reported to be firm.

There is a moderate business in canned fish of various kinds. Spot pink salmon is selling well in lots of 25 to 100 cases at firm prices. Buyers and sellers seem apart in their views as to values of medium reds, There is not much demand for red Alaska, but it is rather scarce and firm. The reports indicate that sockeye and chinooks are scarce and firm. Sardines of all kinds are scarce.

Flour has declined in price and is now more active. It is said that some of the big baking companies have been replenishing their supplies at the lower prices. Most of the sales of old crop spring wheat patents have been within a range of \$4.20 to \$4.25 for flour in jute. There are said to have been some sales at still lower prices, and, on the other hand, favorite brands have been bringing prices a little above the general range. New Kansas flour has been moving slowly at prices ranging from \$3.75 to \$3.95 for straights in sacks for July-August delivery. For new soft winters in wood, tentative prices from \$3.90 to \$4 are quoted, but there is not much doing as yet in this flour.

Trading in butter is cautious. There are fair sales of receipts for current consumption, but speculative buyers are proceeding slowly. The top grades are steady. On creamery extras the prices range from 27 to 27½ cents, the inside figure being for qualities that score about 92 points. The strictly fancy lots bring the outside figure. Fine firsts bring 26 to 26½ cents; there is a free movement of the medium to fine grades at 23 to 25 cents. There is an increased demand from out-of-town buyers for these grades. The supply is liberal, however, so all demands are met promptly. There is considerable butter of fairly good quality to be had at 23 cents. Process is quiet and steady, with the best grades quoted at 20½ to 22½ cents.

Eggs are quiet. The really fancy grades are scarce and firm. There is a plentiful supply, however, of grades that answer ordinary requirements. The medium and lower grades are urgently offered at irregular prices. The fresh-gathered Western extras range from 23 to 25 cents; extra firsts, 22 to 22½ cents; firsts, 20 to 21½ cents; seconds, 18 to 19½ cents. Fancy fresh nearby eggs are bringing somewhat higher prices, the large white bringing from 24 to 28 cents and other nearby eggs having a wide range from 20 to 26 cents, according to grading as to size and color.

FRED. A. MCGILL.

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 2.

We have for sale 48 cans of Bisto, the gravy maker, for thickening gravy, soups and stews; 6 cents per can; re-tails for 10 cents. H. G. WRIGHT, Bordentown, N. J.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. HOMSHER & SON,
Bartville, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. JOS. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 5 Bartlett St., New Brunswick, N. J.

Offer No. 9.

We have for sale a Computing Tem-leton Cheese Cutter, with a brand new knife; price \$13. Address

R. L. SIEGFRIED,
Nazareth, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retails for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

| | |
|--|--------|
| 4 Cream Ladles, cost \$1.45 each.. | \$5 80 |
| 3 Carnation Berry Spoons, \$1.75.. | 5 25 |
| 4 Butter and Sugar Sets (2 pieces), 60 cents | 2 40 |
| 5 Three-Piece Child's Set, 65 cents | 3 25 |
| 6 Sets Dessert Spoons, 96 cents... | 5 76 |
| 1 Set Table Forks | 99 |
| 1 Set Table Knives | 1 49 |

\$24 94

Will take \$18, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen. of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingoocking Sts.,
Philadelphia, Pa.

Offer No. 18.

I have the following goods on hand and would like to dispose of them at the prices given below:—

44 Cans Mustard Sardines, packed by L. Pickett Fish Co., Boston; cost 90 cents per dozen, will sell for 50 cents per dozen. Contents about 14 oz. gross cartons.

15 Cans Bismark Brand Columbia River ½s flat Salmon; cost 90 cents per dozen, will sell for 50 cents per dozen.

28 Cans ¼ Rona Cocoa, Van Houten's; cost 90 cents, will sell for 65 cents dozen.

48 cans Snider's Pork and Beans (Tomato Sauce), sell for 55 cents dozen.

5 cans G. Washington Prepared Coffee; sells at 20 cents each; the lot for 45 cents.

19 cans Libby's Asparagus, net weight about 32 ozs.; 12 cans Libby's Asparagus Tips, net weight about 16 ozs.

23 cans Richardson & Robins Chicken Broth; cost 90 cents, will sell for 50 cents dozen.

10 cans Helmet Brand Armour's Lamb Tongue; the lot, 70 cents.

5 cans Libby's Boneless Chicken, ½ lb.; the lot, \$1.

All in good condition. Prices f. o. b. Waterbury, Conn.

Address 892 E. Main St., Waterbury, Conn.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Chris-
tian Sts., Philadelphia, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.



Your Wife Can Help You Sell Baking Powder

¶ You personally can't know whether Rumford's Powders are better bakers than others, but your wife can. Why not let her test Rumford's and two or three others, and tell you about it? With that information you can sell baking powder and sell it right. We are perfectly willing to abide by the result.

¶ She has probably seen in some of our advertising that Rumford's contains only phosphate, starch and soda, but it won't hurt to be sure that she knows it when she makes the test.

**Rumford
Chemical Works**

PROVIDENCE, R. I.



THE GROCERY MARKETS

Tea.

The tea market shows no change for the week and comparatively light demand, except that new teas are still coming forward and are still wanted. Prices show no change for the week, either in old teas or new teas.

Coffee.

The coffee market is very dull. Options have been quite uneasy and weak during the greater part of the week, but actual coffee of the better grades, at least, shows no change. Good roasting grades of Santos coffee are selling quite well, and command a steady price. Ordinary grades are easier, and concessions could probably be obtained upon them. Mild coffees show no change for the week; demand moderate. Java and Mocha unchanged and quiet.

Sugar.

Early in the week raws weakened somewhat and sales were made at a slight decline, but later the market advanced again, and the situation is now rather firm, and refiners are talking an advance in refined, though this, if it takes place, will almost certainly not take place until after the holiday. All refiners are unchanged on the same basis as a week ago. The consumptive demand for sugar is good.

Syrup and Molasses.

Glucose and all sweets are dull and unchanged. Compound syrup, sugar syrup and molasses are practically not wanted at all, except for manufacturing purposes, and all rule at the same prices as last reported.

Fish.

Prices on summer caught Norway mackerel are now obtainable and some sales have been made at comparatively low prices, but this grade of fish is not wanted, as the quality is poor. Autumn caught fish are not yet offered, but will be before long. Irish mackerel is unchanged and only in fair demand. Shore mackerel in fair supply at moderate prices. Cod, hake and haddock are unchanged and dull. Salmon is in good seasonable demand, without further change in price. Domestic and imported sardines are all firm and unchanged, speaking particularly of future domestic.

Butter.

The receipts of butter are about normal for the season, and the consumptive demand is good. The proportion of fancy butter is about the same as usual, and there is some demand for storage purposes. The market is in a healthy condition at the present range of quotations and likely to remain unchanged, while the quality is running fancy. The flush of butter is about over, and no change in conditions is looked for in the near future.

Eggs.

The receipts of fresh eggs are about normal for the season. Owing to the extreme weather, the bulk of the re-

ceipts are showing heat effects. The percentage of fine eggs is very light, and the market is very firm at an advance of 2 cents per dozen on the finest eggs, while there is an abundance of eggs around that have to be sold at concessions, according to quality.

Cheese.

The make of cheese is increasing, and the market is steady at about 1/2 cent per pound lower than it was a week ago. The average quality arriving is very good, and there is some little demand for speculation. Very little change is expected in the near future.

Provisions.

Everything in the smoked meat line is firm at 1/2 cent per pound advance over a week ago, due to the holiday demand. Stocks are reported to be about normal. The market is in a healthy condition and no change is looked for in the immediate future. Pure and compound lard are steady at unchanged prices, with a fair consumptive demand. Barreled pork, dried beef and canned meats are unchanged and steady, with an increased demand.

Canned Goods.

The market on tomatoes, both spot and future, is unchanged and very little interest is being shown by the trade. New peas are coming in from New York State and Wisconsin. The quality is better than last year, but some reports are to the effect that the crop is likely to be short. This, however, has caused no change in the market. Buyers are awaiting deliveries of future purchases, and are not much interested in the spot offerings. Corn is unchanged, with only a fair spot demand and no interest in futures. Apples unchanged and moderately active. The general naming of prices on California canned fruits has produced a considerable volume of business, although some packers are making concessions from the opening figures.

Beans and Peas.

There has been an exceptionally light demand for both pea beans and marrows. Prices are low, but there has been no decline for the week. California limas moderately active at ruling prices. Green and Scotch peas quiet.

Dried Fruits.

Dried fruits are dull, and practically no interest is manifested by the trade. Spot prices are unchanged and practically nothing is doing in futures. New prices on August-September shipment of seeded raisins have been named, with a guarantee to be delivered December 31st, but the business booked several weeks ago has practically supplied the trade with their requirements.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

In spite of disturbing conditions, in general, trade in our line continues quite

satisfactory, and while incoming orders are not very large as a rule, they show a good hand-to-mouth demand, and the orders are not very large, but quite frequent.

The writer of this, our Mr. Gustave Porges, has just returned from a ten weeks' stay in Europe, after visiting principally the sardine centers where we are interested.

Mr. Porges spent a good deal of his time in the fishing centers in Norway. Unfortunately the catch of sardines in Norway has not been as good as expected, and while some fish has been taken, and while the quality has been improving every week, so far the catch is far from satisfactory. At any rate, it is gratifying to report that we are at least getting some sardines, and sardines of very good quality, indeed, so that the scarcity which has prevailed in Norwegian sardines is somewhat relieved. There is still hopes that we will have a fairly good catch, although no matter how good the catch, it cannot have very much influence on prices of Norwegian sardines. Of course, the fish that is being caught now is of the very finest quality, which is also very gratifying.

In France the catch of sardines has only begun, and the fish caught are really too large to use for the American trade. We shall have to wait until smaller fish appear. The French manufacturers have enormous difficulties on account of dissension between them and the fishermen, and it is not likely that they are going to be settled very shortly, so under no circumstances can we look forward to a large catch of French sardines, and certainly not for low prices.

In Portugal there is only a fair catch. Trade in sardines of all kinds continues very good, indeed, and if we only had the goods we could sell a great deal more sardines than we ever did before.

Stockfish.—The catch in Norway is somewhat better than at first anticipated, but it still falls far below the average. Stocks of old fish are entirely cleared, and we shall have to reckon with high prices this year, both for round and split fish.

Sprats, which have been rather a slow seller of late, are selling very nicely now, particularly in the South, where the trade seems to be reviving. The catch of sprats this season has been rather short, principally because lots of very poor sprats are on the market, which our people did not wish to pack, wishing to maintain a high standard of quality. This will create a short supply of sprats this season.

STROHMEYER & ARPE Co.

New York.

Standard Canned Goods.

The long drought in this section was broken during the week by several rain storms, which were too heavy in some places and too light at other points. The places that needed rain the most either got too much all at one time, or else too little, but the general results were beneficial to the tomato plants. Extremely hot weather followed the storms, and it remains to be seen whether or not the benefits of the rain will be overcome by the scorching sun. The rain came too late, however, to help the crops of peas, string beans, wax beans, spinach, strawberries and cherries, because they are, practically, all in the cans now. Blackberries and raspberries are coming in, but the demand from the shippers is making them cost the canners much more than had

been expected. The canning season here, so far, has been a series of surprises for the packers. Further unfavorable weather conditions would cause more disappointment.

There were only small dealings in future tomatoes again this week. The canners show less disposition to push their sales because of the unfavorable weather conditions, and they will not entertain offers at a small concession from their asking prices. On the other hand, jobbers continue their policy of buying futures only as they need them. When the prices for spot delivery and futures come together on a level the buying of tomatoes for future delivery will be active enough. If present indications are worth anything, the prices of spot tomatoes will move up to the quotations for futures.

Spot tomatoes were again active this week, and they were distributed to nearly all sections of the country. Had the buying orders during the last two weeks been as large as they usually are in the month of June, the market prices might have advanced a peg. As it is, they are a wee bit firmer, but not higher than they were last week. They may advance a fraction without much notice should the demand increase next week. Possibly, had the drought not been broken, they would have advanced this week.

String beans was the feature this week in this market. Because of the long drought the early arrivals were light instead of being plentiful, and the shippers out-bid the canners. In consequence, the prices for both green and wax string beans advanced, with strong indications of higher prices coming before the end of the early season for canning them. The fall crop comes on in October. Peas were again active in small lots this week, and our canners are carrying light stocks of all grades. There was a better demand this week for spot corn, especially of the low-priced grades of Maine style and whole grain. There is the usual everyday buying of other vegetables, without much increase in the size of the orders, all for prompt shipment.

There is more doing in canned fruits and the market looks strong ahead. All kinds of cherries and berries are active and firmer as to prices, except gooseberries, which are not so scarce, and the price is easy. White wax cherries were plentiful and the low prices for them immediately attracted numerous orders, which still continue. They are worth looking after. Strawberries are strong and active. During this month there has been an increasing demand for future peaches, and they will do to buy at to-day's prices. Pineapples are selling in small lots. Pears and apples are inactive. No. 10 fruits of all kinds are likely to be scarce again this season. Blueberries are unpopular with the Baltimore canners, and the pack of them will be very small.

Cove oysters are dull, but firm as to prices.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Spices.

The market continues fairly active, white peppers, red peppers, cassias and cloves being in steady demand. All are firm in price and the trend is no doubt toward higher prices.

Pepper.—The market, especially for spot goods, is active and steady. Futures are slightly lower than prevailing prices for spot goods. Stocks here are small. The demand for pepper is likely

to increase over the next two or three weeks and higher prices are probable.

Cloves.—In more active demand, at firmer and higher prices.

Mace.—In very active demand, at steady prices. These spices will sell well over the summer months.

Nutmegs.—Unchanged for all sizes. Demand fair at present values, which are safe.

Cassias.—All grades in increased demand both for spot and nearby stuff. Prices are steady and likely to go higher.

Gingers continue dull and unchanged. Present prices being very low.

Green Ginger Root.—The first arrivals are in and stocks were quickly bought up. It is likely high prices will prevail for this article during the summer months.

Tapiocas.—Somewhat firmer and in only fairly good demand.

Paprikas are dull, but generally steady. Prices show little, if any, change.

Seeds, Herbs, Etc.—Celery rather firm and an advance probable. New Dutch poppy is firmer on account of unfavorable crop reports. Cummin has advanced sharply during the week. Other articles unchanged.

McCORMICK & Co.

Baltimore, Md.

Booming Coffee For Icing Purposes.

The National Coffee Roasters' Association of New York is conducting a campaign in the interest of increasing the consumption of coffee. A circular has just been sent to all members, suggesting that a special boom be made on coffees for icing purposes. A part of the argument is as follows:—

Has it ever occurred to you that, by a concerted educational effort, it might be possible for us to eliminate from our experience (with respect to coffee) the duller season of the year, that upon which we are now entering? All of you have observed that during the heated term your sales of coffee are somewhat diminished. Why not let's enter upon a campaign to impress upon the public at large that iced coffee is a most delicious summer beverage.

It is a matter of only a generation ago that iced tea was regarded as a novelty and a fad, and we believe that through diligent and emphatic effort we can persuade the consumer to give a fair trial to this same method of serving his coffee and that a general introduction of it into the homes of the land would produce the most satisfactory results to all concerned. Iced coffee is now being served to a great many people and is by them preferred to other beverages; why not make the preference general?

We recommend that you direct your salesmen to agitate the subject and to preach this doctrine vigorously to your customers. Have some placards printed with something like the following:—

ICED COFFEE

The Most Refreshing Summer Beverage

Serve with Cream, Sugar and Plenty of Ice

Our Coffees Especially Adapted for This Use

.....(firm name)

or words to that effect. It will mean that before the season is over several hundred thousand of these cards will be attracting the notice of patrons of grocery stores throughout the whole country. There is a good deal in the power of suggestion. There are many people who really dislike milk or iced tea, yet want a cooling beverage. We may not accomplish much during the first year of a campaign



STOLLWERCK Gold Brand Cocoa

Pleases Your Customers and Increases Your Cocoa Business

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and the *Dutch process produces cocoa* of the finest flavor and easiest to digest.

Think of those two points! First, its *flavor* will *please* your customers; second, Stollwerck's will *not disagree* with them—they can drink as much as they wish.

Not only will STOLLWERCK'S GOLD BRAND COCOA sell readily because of our extensive advertising, and *keep selling* because of its fine flavor and quality, but it will also help you sell STOLLWERCK'S MILK CHOCOLATE, and STOLLWERCK'S PLAIN CHOCOLATE, and STOLLWERCK'S GOLD BRAND COOKING CHOCOLATE—all high-grade, profitable, customer-pleasing goods. It will pay you to push the sale of our entire line—pay you in increased sales and profits and pleased customers.

Write us for FREE cutout of can of GOLD BRAND COCOA.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA won't disagree with you because it's made by the original Dutch process which brings out the flavor and makes cocoa perfectly digestible."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

like this, although we believe it will have some material effect; but eventually a substantial increase in the use of coffee during the summer months may be accomplished by this method. At any rate it costs only a trifle to try it. Cards like the foregoing can easily be made at your local printing shop and the expense ought not to exceed a penny apiece.

If any of you have special recipes that will produce good results in iced coffee, we will be glad to have them passed along to this office and we will duly notify the trade. Our own experience is along the line of suggesting that the coffee be made a little stronger than when prepared for drinking hot; this to allow for the reduction attendant upon icing it. The tumbler should be filled with ice and the hot coffee poured over it, then cream and sugar added. Of course that, too, is a matter of taste and that the consumer will have to develop for himself.

If you are not familiar with this beverage, try it yourself and induce all your salesmen to try it.

CORRESPONDENCE.

A Loan on a Life Insurance Policy.

Adamstown, Pa., June 30, 1914.
To the Editor.

Dear Sir:—How much money can a party get loaned on a \$1,500 life insurance policy with which to get through college, the premium being guaranteed. Please explain. Thanking you, we remain,

Yours truly,
SNADER & Co.

This of course depends upon the date of the policy—how long it has been in force. Without knowing this we could not even guess at it. Write the insurance company and they will tell you.

An Answer to a Recent Article.

Chicago, June 25, 1914.
To the Editor.

Dear Sir:—I have read with interest the article in your June 22d issue, in which you mention our advertising on the Stewart tire pump and the fact that our branch in Philadelphia did not have any, though the advertisement in the "Saturday Evening Post" told prospective purchasers to apply there.

I have been in the advertising business too long not to know the truth of your argument as it applies generally. But I also know of one case a few years ago where a concern advertised a certain article at a certain price several months ahead of their getting such an article out and thus prevented tremendous competition by stalling the formation of a big company to put out a similar article. This is no explanation of the situation which you criticised, neither do we feel at all hurt over your criticism, so everybody's satisfied.

Yours truly,
STEWART-WARNER SPEEDOMETER CORP.
Gridley Adams, Advertising Mgr.

To Sell Tubs.

Wilkes-Barre, Pa., June 30, 1914.
To the Editor.

Dear Sir:—Kindly let us know through the columns of your paper where we can sell empty hardwood lard tubs.

Thanking you in advance, we beg to remain,

Yours truly,
KEYSTONE CASH GROCERY CO.

Get in touch with John J. Underkoffler, 3517 N. Twelfth street, Philadelphia.

Boots—Shoes—Findings

Proven Rule for Reducing Selling Costs.

Concrete examples of carrying on a shoe business with and without advertising of some sort or other are not lacking in point of numbers. The preponderance of evidence, as the lawyers, say, is always for the affirmative when one gets "down to brass tacks" in the argument. It would therefore be superfluous for the "Modern Merchant and Grocery World" to offer any fresh proof of this proposition beyond quoting the few facts set forth in a most illuminating manner in the text below. The "story" is in the form of an advertisement that appeared last week in the "Public Ledger" to prove a point in an impersonal way. To be sure, the data quoted relates to a large city shoe store, but the deductions are applicable to the activities of the small town merchant as well as the manufacturer, as follows:—

The absorption of "the cost of advertising"—a certain well-managed shoe store did approximately \$100,000 worth of business in one year. Its costs of doing business were roughly as follows:—

| | |
|-------------------------|------------|
| Rent | \$9,000—9% |
| Sales wages | 8,000—8% |
| Miscellaneous | 4,000—4% |
| Advertising | 4,000—4% |

Total \$25,000—25%

The manager discovered that by doubling his advertising appropriation he could influence more than double the number of people. His sales the next year bettered the \$200,000 mark. His costs of doing business then became as follows:

| | |
|-------------------------|--------------|
| Rent | \$15,000—7½% |
| Sales wages | 14,000—7% |
| Miscellaneous | 7,000—3½% |
| Advertising | 8,000—4% |

Total \$44,000—22%

His total selling expense was reduced from 25 per cent. to 22 per cent. of his net sales. The principle involved in this example applies to selling in the vast majority of particular instances. Whether the selling is local or National, of a retailer or a manufacturer, a full appreciation and use of effective advertising nine times out of ten brings results analogous to this striking example.

Increasing the advertising outlay may often be counted on to decrease the percentage of selling cost, the so-called "cost of advertising" being absorbed by the selling economies it affects. "The trade" is but a combination of unit stores. What is true of the units must be true of the whole trade. The cost of advertising—planned and executed intelligently—will disappear in the savings it makes in selling costs.

Emphatic Opinion on Colored Shoes.

Every season the merchant handling shoes is in a quandary about colored shoes. Will they sell in a way to justify stocking them up to the usual quantity or otherwise? Manufacturers are also perplexed, unless a determined course is adopted; and, naturally, the

retailer is furnished with such advice as might be expected under the circumstances. Just where the report originated that colored shoes were in the discard no one can say, but for some reason or other it got abroad that manufacturers were discontinuing the sale of this description of footwear. Several prominent shoe manufacturing concerns have favored the "Modern Merchant and Grocery World" with their views on the subject, and another letter from a leading New England factory is appended:—

Marlborough, Mass., June 25, 1914.
To the Editor.

Dear Sir:—Regarding the tendency of manufacturers to discourage the making of colored shoes, we beg to advise you that this is a matter in which we are not competent to give sound advice. It is a fact that last season the retail merchants bought very lightly on tan and white shoes. In some manner they appeared to have received the idea that these shoes would not sell. On the other hand we stocked nothing but tan and white shoes. The fact that we have 25,000 pairs ahead of our stock department at the present time is pretty good proof that, regardless of what manufacturers or merchants may decide, the average American is prone to make up his own mind as to what he or she wants.

Yours very truly,
ASHBY-CRAWFORD CO.

New Ideas From the West.

Handsome shoes are turned out by the shoe factories in the Western centers, as might be expected of men or organizations than whom none are more progressive and enterprising in the country. They are not one whit behind in originating new ideas along ultra practical lines as well. For instance, a seamless shoe for boys' wear of particular merit is being manufactured this season by a Wisconsin concern of reputation and standing. It is made in imitation welt, and the only seam in the upper is where the lines of the blucher pattern appear. The same company is also responsible for a seamless shoe in button style. Both patterns are stylish in appearance, are well made and serviceable.

Of these shoes an expert says: "The lined seamless shoe, instead of being impractical, has proven an even greater seller than the unlined seamless shoe. This may be due to the fact that there is a strong demand for sturdy, rugged school shoes for boys. A boy's shoe gets more abuse and wear on the seams than a man's shoe does, and the fact that there are no seams to rip makes this an ideal shoe for this purpose.

"The shape and appearance is just as good and neat as a shoe with seams. The crimp in the back of the shoe is so reinforced with two strips of canvas stitched in with panel stitching that the curve will remain as long as the shoe lasts. The lining pattern, instead of

being one piece, is the identical one used for cutting linings for the regular seam shoe. A shoe of this kind would be an ideal army shoe, for it would abolish troubles arising from chafing, which is due to seams entirely."

"Amfelt" is a new material for soles, that is expected, so the originators say, to take the place of both leather and rubber in shoes. It is the result of much research and experimental work, covering a period of years, by a New York firm. One of the chief advantages of these soles is that they are so light that a pair of shoes made with soles of average thickness weigh a pound less than when rubber soled.

The felt product is very flexible and will not slip, even on icy pavements. This, it is expected, will make them well adapted for winter street wear. The soles are water-proofed by a special process and are adapted for street wear at any season of the year, as felt is a non-conductor of heat.

A feature of the product is that the soles, while flexible, are firm and cut with an edge like leather, the result being obtained by scientific felting and the use of high-grade material. It also comes water-proofed or not, as desired. "Amfelt" is made in white, tan and black of different thicknesses. It is sold by the pound in sheet form. Heels are made from the same material, of any desired thickness. This new shoe sole material will be exhibited for the first time at the Shoe and Leather Fair, one of the big shoe events of the year, Boston, Mass., this week. Dealers should not overlook this new material in making up their fall order.

Smart Shoes for Men. An Annual Meeting.

An authority says the shoes men want most are dull, black calfskin, straight low oxfords, with blind eyelets, and broad, low heels. They are the smartest shoes for men this summer and the most in demand. As usual, there are differences of opinion, that are usually created by the stock in hand.

Commencing to-morrow (Tuesday) and continuing until Friday, the National Leather and Shoe Finders' Association will be in annual convention at the Waldorf-Astoria, New York. The so-called "pure shoe" bill now before Congress will come in for marked attention, and a series of resolutions against it will be passed.

Happy Future for a Shoe Buyer?

While the subjoined promulgation, though decidedly serious in tone, also has its humorous side. It is the "call" of a leading mail order house, devoted to apparel for the female species, about to add a shoe department in which women's shoes will be handled exclusively:—

We wish to secure the services of an experienced shoe buyer. The man to fill this position must really know the shoe business, the market resources and be able to buy at right prices. This position is to take charge of an important part of the work in what we believe will prove to be one of the fastest

growing shoe businesses in America. The department has at its head a thoroughly competent man, and while the business is new, it has already come to the point where we require a very capable man to be associated with him. Unless you are a merchant, a worker and full of enthusiasm and energy, you will not be happy in this organization.

Should the "buyer" be engaged he will be given a number, like a convict, and his future will be a sealed book, so far as his success is concerned, open only to the firm. There isn't much chance to be happy under such circumstances.

Enlarging Capitalization of a Chain Store Proposition.

As a chain store proposition the Emerson Shoe Co., Boston, Mass., "has consented to the use of its name" by a new corporation with \$500,000 capital, comprising 2,250 first preferred, 1,000 second preferred, 1,250 third preferred and 500 common shares. Preferred is 7 per cent. cumulative; \$61,272 first preferred represents cash in full; \$46,727 first preferred, \$38,973 second preferred, \$101,623 third preferred merchandise and bills receivable; after deduction liabilities to be assumed by the corporation \$28,698 second preferred represents real estate; \$23,328 second preferred machinery; \$50,000 common, patent rights, trade marks, good will and copyrights, and \$7,376 third preferred represents prepaid items. "Has consented" is good, and it is hard to suppress a smile in reading it. The Emerson Co. is a well-known concern, exploiting a medium price shoe—men and women's—in its own stores chiefly. The corporation mentioned is an offer of stock to increase capital and make a "little money on the side" by its promoters.

Not Working for Fewer Styles.

The following excerpts would be, like many other news reports appearing in carelessly edited newspapers, of which "Printers' Ink" is not one, important if true:—

The National Shoe Retailers' Association has started a movement in favor of fewer styles. The object is to make it easier for the dealers to keep stocked up, and to assist in concentrating demand on a few well-defined styles, instead of a great many which have little individuality.

Local associations all over the country are being interested in the plan, and if it works out as expected, members of these associations will confine their purchase to styles which have been approved as standard for the forthcoming season.

While many sales are now made on the strength of novelty in design, the movement would really assist the manufacturers and jobbers, many of whom, it is said, are at sea with respect to style tendencies.

When the above was shown to A. H. Geuting, secretary of the National Shoe Retailers' Association by the "Modern Merchant and Grocery World," he said: "Not a word of truth in such a statement, which is absurd on its face. A report of this kind is equivalent to the allegation that the association had recommended the use of lace in prefer-

ence to button shoes, circulated early in the year. There is no movement of this nature on foot, and there never will be one. Changes of styles in shoes is the life of the trade, and while it may appear burdensome and unnecessary to the unprogressive shoe man, be he little or big, it has been the means of placing American footwear in the lead of the world. It is just as essential for the shoe manufacturers to originate new models and to make improvements, both along artistic lines in fine goods and that for comfort, in staples, as it is for the season's changes in millinery and furniture, for example. They stimulate buying and broaden the trade by creating new designs and fresh wants. Whoever is responsible for this story did not know what they were talking about."

Is Your Stock Clean and Profitable?

A Western manufacturer, who claims to carry a \$2,500,000 stock of shoes—750 different styles (think of it), makes the following announcement to the dealer:—

Keeping your shoe stock clean and profitable? Can you accomplish it by waiting 60 days to have shoes made up, and by buying five or six lines, each of which will naturally have its quota of "dead ones"? Or—can you do it better by concentrating your business on one line, carried in stock for you, so that you can order proven styles at a time and in the quantities you need? Can you successfully advertise six different lines of shoes? Think this over.

Food for thought is contained in the foregoing emanation. The style of the statement is to be commended for frankness, terseness and, above all, eloquent brevity. It also provides material for the merchant's cogitation along safe and sane business lines, especially as to "proven styles." What course should a general merchant pursue? This is the question that should make one pause. Whatever conclusion is reached, avoid "orphan" merchandise as the hardest to handle, because the merchant must create his own trade, at his own expense, energy and trouble.

Dry Goods Notions Knit Wear

Does It Pay to Over-price Goods?

As a general proposition, the merchants outside of the larger cities are a pretty square bunch of business men. Occasionally a "smart Aleck" will endeavor to put across some questionable stunts on his customers, but when detected, which he invariably is, loss of confidence is reflected in reduced sales. When a general merchant stoops to tricks and misrepresentation of his goods the public is not long in getting

his "number," and the subsequent proceedings need not be related—the standing of that man in his community is nix, as the philosopher observed. An illustration is offered of a retailer who over-priced a lot of women's garments. The average merchant makes reasonable charges, but it appears that in this case the reverse occurred. By the cancellation of part of an order by a dealer, the manufacturer ascertained the excessive prices at which the merchandise was to have been sold.

A comparison of the figures revealed the fact that the merchant had marked up one garment as high as 300 per cent. above cost. A garment sold to the merchant at 75 cents was marked \$3, or over 200 per cent. above cost. A garment for which the merchant paid 75 cents was ticketed for retail at \$2.50, or a profit of over 200 per cent. A garment sold at \$2.25 was marked to retail for \$8, a mark-up of over 200 per cent. Another one bought for \$1.38 was marked to sell at \$6, or over 200 per cent. above cost. A garment bought for \$3 was marked to sell for \$12, or 300 per cent. above cost. Still another, bought for \$1, was marked to sell for \$3, or 200 per cent. above cost.

After narrating the above figures, the party cognizant of the transaction concluded by saying: "The merchant who was guilty of attempting to obtain an unwarranted profit in the manner described was not only doing an injustice to his customers by misrepresenting the value of the goods, but he was also placing the manufacturer in the unen-



Neatness and Convenience at Low Cost

This store was equipped for a very small outlay of money, but see how attractively the goods are displayed by our patented bins and how every bit of space is used to advantage.

We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities

Write for list of references and our FREE booklet



MILLER & ENGLAND CO.
Manufacturers and
Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

viable position of unknowingly being a party to the gouging of the public."

Current Demands. Accepted Fall Styles.

In their weekly review the Rice-Stix Dry Goods Co., St. Louis, say:—"Business continues favorable. The extreme hot weather has brought about an increased demand for mid-summer merchandise. Crop prospects continue favorable, and a feeling of confidence, as regards the outlook for the approaching fall season, is becoming more general. Cotton goods continue firm, with a tendency towards higher prices. White rattines are in very good demand, rice cloths a close second, followed by voiles. A fair call prevails for white crepes.

"In women's ready-to-wear, until the present merchants have been somewhat skeptical as to placing orders, owing to no assurance as to the proper styles. Early lines of suits were shown short in lengths, 28 to 30 inches, but the later styles, which are correct, and will be shown in the month of August, are from 32 to 48 inches. Lengths will vary from 32 to 40 inches, and the redingotes will be very popular for fall. Skirts to suits will be made with long Russian tunic and pleated effects. Broadcloths, men's wear serges and fancy weave suitings are the preferred materials, and the favorite colors green, plum, navy and the new shade of brown called tete de negro.

"The call for summer underwear remains very strong, and in excess of past seasons, and excellent evidence of retailers' minimum stocks. The season differs from previous years in that the demand is for both the high and low grades of goods, while previous years the demand was for the lower grades, wanted chiefly for July clearing sales."

Marshall Field & Co., Chicago, speak of the dry goods trade as follows: "In view of the failure of a large Eastern dry goods house (H. B. Claffin Co.) last week, it is timely to state that conditions in the dry goods trade generally are fundamentally sound. Prices have ruled strong for the past six months, with an upward tendency at the present time, and retail selling throughout the country has continued very close to normal.

"Stocks of merchandise are conservatively low, and as buying has been in small quantities as needed (which is the most profitable way of operating), it is expected that the inventories now being taken covering the first half of the year will show satisfactory profits for merchants in all sections. As buyers have not anticipated their fall requirements to any great extent, heavy demands will undoubtedly be made on wholesalers who have the stocks to deliver during the coming months. Road sales for the past week show a gain over those of the corresponding period a year ago."

Returned Goods Problem Pronounced an Incurable Evil by President of National Wholesale Dry Goods Association.

During the past two months the "Modern Merchant and Grocery World" has frequently referred to what is

known and spoken of as the "returned goods" problem. Correspondence expressing the opinion of leading jobbers and wholesalers on the question, together with personal interviews with trade notables, has been published at various times in this journal, and more than usual interest has been thereby aroused. Retailers have also contributed a quota of information and ideas from their point of view, which has in almost every instance been the opposite of those who have charged them with unfairness, if not violence of standard business methods, whatever that may mean to different men of differing processes of reasoning. So much was heard from the jobbing end about merchants taking advantage of circumstances and trade relations to impose upon houses in this respect, that action on the part of associated business bodies was looked for at no distant day.

Probably with this end in view, the members of the National Wholesale Dry Goods Association have been exchanging views on the "returned goods" situation in an informal way. It is not likely this correspondence will be regarded other than confidential, and in connection therewith Calvin M. Smyth, president of the association, said to the "Modern Merchant and Grocery World" last week: "There has been no change in the returned goods situation, and there is not likely to be so far, at least, as any official action of the National Wholesale Dry Goods Association is

concerned. There will be two meetings in July, but beyond what an exchange of personal opinion goes, no formal resolutions dealing with the matter will be adopted. There has been, it is true, quite a little correspondence between the members in all parts of the country—the leading wholesalers and jobbers—and I have looked over a number of the letters. Various methods of dealing with the problem were suggested, but the consensus of opinion is that returned goods, from the retailer, as such and of itself, is an incurable evil.

"In other words," continued Mr. Smyth, "each one must deal with and settle the difficulty to suit themselves. It must be admitted that the jobber is at fault in many instances. By this I do not mean that any malice is shown, but in many, many cases the action of shipping what is deemed suitable, salable and seasonable merchandise to a dealer under some circumstances should be charged not to the head, but to the heart. A merchant is very often gratified by receiving goods which he may not have specifically ordered, but are good sellers at the time, and that were sent him solely on the responsibility of his jobber or wholesaler. This practice, which is quite common and is followed by every first-class house in dealings with merchants of unassailable credit, does not always work out as designed. Possibly our judgment is wrong and the goods do not move, then, of course, the dealer returns the merchan-

dise and we suffer the cost of shipping each way, besides the unfavorable criticism thereto attached.

"Salesmen on the road are to blame also; although their judgment about recommending goods is more or less of a speculation. In addition to booking the regular or legitimate order of a merchant, on his own responsibility he will have his house send along numbers in different or special lines that he believes the dealer can handle to advantage. Very frequently the buyer appreciates this attention, as he has had no opportunity to look the material over; that is, if it moves. If the other thing happens, then he writes in that the salesman has 'stuffed' his order and the goods will not be accepted, but returned at once at our expense. At the same time the dealer may have a stock of 'stickers' on his shelves—an accumulation, if you please, of bad buying judgment on his own part—these are also sent back at the same time, taking advantage of conditions.

"When the salesman is called upon for an explanation he meets the situation by instructing his house to charge the amount to him, relying on future sales of this very kind to reimburse him before the season closes. Usually he wins out, and is ahead of the game. Mind you, the salesman just sizes up his man, the possibilities of saleable merchandise, and takes a chance. It is a speculative proposition, is recognized as legitimate, and, as I said, in many instances his judgment is often warmly praised by the merchant and his foresight is commended by the house. You know, to 'err is human, to forgive divine,' or words to that effect, although it cannot be said a jobber is in such a frame of mind when a lot of goods come back from a merchant with no reason for complaint excepting his own faulty judgment in selection or overbuying. However, after careful thought and consideration, we must set it down as an incurable evil, and let it go at that."

Another angle is furnished to the "returned goods" controversy by the attitude of the Ribbon Manufacturers of the United States, Division E of the Silk Association of America. Secretary Peugnet, writing to the "Modern Merchant and Grocery World," says:

New York, June 29, 1914.

To the Editor.

Dear Sir:—In reply to your favor of June 25th, would state that the Ribbon Manufacturers' Division did not take formal action on the question of "returned goods." For your information I would state that the consensus of opinion was that all manufacturers should take individual action in flagrant cases, and refuse to accept goods that have been returned unless defective or sent other than ordered. The more publicity we give this matter the more it will help in educating the manufacturers to the necessity of being firm in resisting unreasonable demands of buyers.

RAMSAY PEUGNET,
Secretary Silk Association of America.

This line of action was determined upon at the meeting of the ribbon manufacturers in New York about three weeks ago. While not concerted, it is a positive declaration nevertheless, and is

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

doubtless in line with what the Wholesale Dry Goods Association and the Jobbers' Association of Knit Goods Buyers will follow.

Trio of Jobbers' Conventions.

Next week three important meetings of the selling trade will be held at the Waldorf-Astoria, New York. Monday the Jobbers' Association of Notion Buyers will convene, and the following subjects will be discussed:—

"Best Plan and Most Accurate Method of Stock Inventory," "What Advantages Accrue Under the System of Classifying Merchandise Under Special Numbers, Grouping Similar Items Together?" "Spool Thread Situation," "In What Manner Can the Conditions Surrounding the Sale of Spool and Skein Linen Threads Be Improved?" "Freight Allowance on Silk Thread," "Cash Discount."

The following day the Jobbers' Association of Fabric Buyers will get together at the same place, and these are the topics to be considered, besides "cussing" the National political administration:—

"Report of Members on Dress-Making Instruction Plans," "Has the Reduction of the Tariff Created Greater Competition in the Way of the Production of Finer Textiles Between America and Europe?" "Will the Increase in Railroad Rates Affect Business to the Extent That it Will Create a Better Feeling in the Distribution of Merchandise as a Result of Enormous Crops?" "In What Manner Can the Returned Goods Evil Be Minimized?" "Use of Miniature Head Ends in Sampling."

Wednesday the Jobbers' Association of Knit Goods will assemble at the Waldorf-Astoria, as per schedule, and take up the following topics:—

"How Can We Best Encourage Our Salesmen to Sell Profitable Merchandise?" "Premiums and Bonuses Paid Salesmen for Selling Certain Articles of Merchandise." It is also planned to invite some large manufacturer who spins his own yarn and turns out the finished product, to give a moving picture exhibition covering the process of manufacture from the raw material to the marketable merchandise.

Trades Disturbed But Not Uneasy.

It is generally admitted that the failure of the H. B. Claflin Co., New York, has been a shock to the entire dry goods trade. To be sure it is not the first time this institution—for such it really is—has been in financial difficulties; but it is such and always was so important a factor in wholesaling and mill distribution that its collapse would be a calamity. This is the feeling prevalent in mercantile and financial circles at present, and, judging from what is heard, the company will be reorganized and put on a sound basis in a brief time. The effect, however, of the mix-up will be felt for several months. With this in mind, the "Journal of Commerce" may be quoted as reflecting conditions in the primary market:—

At the close of the half year there is much less to say in a comforting vein than any merchant was

looking for at the opening of the year. The overshadowing influence of the failure of the largest dry goods mercantile institution in the country, which has left the trade in the air, so to speak, is hardly a matter of comfort to consider, as the books are being closed. There are rumors a-plenty and they all hinge about the lack of confidence in business legislation that is now going on. Whether it be for good or ill in the long future, the fact is established that leading dry goods merchants lack confidence in the ability of the present body of legislators to make the changes in laws that are deemed necessary.

The mid-year finds depression more or less universal in many lines of goods. Raw material values are very high in relation to the selling prices of goods and merchants find it most difficult to secure returns for mills that will stimulate production. This applies to cotton, wool, silk and flax.

In the silk markets, while it is admitted that agents have hardly 75 per cent. of a fall business on their books compared with a year ago, there is business being done to the satisfaction of some mills. The styles in fabrics are variable and puzzling and no manufacturer feels warranted in going ahead on stock goods of any kind. Satins, taffetas, velvets, some messalines and various other cloths are being bought, but in no overwhelmingly large quantities.

Arnold, Constable & Co. Redivivus.

One of the best-known Eastern firms, Arnold, Constable & Co., New York, was incorporated Tuesday last with a capital of \$2,500,000. They do both a wholesale and retail business, and in the latter is considered one of the old-time "exclusive" stores of the metropolis, though its present location is some distance from the new shopping district. Its lines are rated the very best by merchants everywhere, and while the change from a partnership to its new form is a surprise, perhaps, as a matter of fact, the ownership remains in the same hands. The company maintains permanent foreign offices in Paris, Manchester, Chemnitz and Lyons, its silks and dress materials generally being rated in the A 1 class.

For many years its advertising methods have been peculiar, to say the least, smacking of the '50s in style and space. Recently a more liberal, up-to-date policy has been followed and the improvement in the business is noticeable. The wholesale branch has been steadily successful and is in a "healthy, fine condition," as one of the company stated last week.

Hardware Tools Specialties

Guaranteed as Against Fake Paints.

Cheapness is pretty nearly always the factor that controls in the buying of ready mixed paints to the average user. Therefore the offers of the catalogue

houses are given more consideration than they are entitled to on the merits of the goods. In a recent talk with G. B. Heckel, secretary of the Paint Manufacturers' Association of the United States, in relation to paints sold by the retail mail order houses, he said:

"At one time we believed the mail order houses would cut in on our regular trade. They are in a position to sell a vast quantity of goods. Consequently their operations were regarded as of some consequence. As you know, our association is to not only look after general trade interests, but also to investigate and, when requested, analyze the character of paints placed on the market. With this end in view we took particular pains to investigate a certain brand of paint marketed by a prominent Chicago company—"Sersco," if you want to know the name by which it is sold. The result was not a bit disquieting to the manufacturers of paints whose brands are known from one end of the country to the other. We recognized that paints sold by this particular crowd would command a large sale, but only to people unacquainted with the real quality of what we may call reliable ready-to-use-paints, of which tons are sold every year."

Quoting from the catalogue in question, this is what the mail order house has the assurance to say:—

The paints listed in this catalogue are manufactured under our own supervision in our own factory, one of the largest paint factories in the world. Every ingredient used in their manufacture is thoroughly tested by expert chemists employed in our paint department. By putting every ingredient to a chemical test we insure a uniform quality of paint, nothing being used that fails to come up to our standard of quality. These paints are made according to our own formulas and are combinations of materials that produce long wearing paints, as has been proven by years of weather tests. They are high-grade scientifically prepared paints that measure up to our guarantee. We will furnish new paint free and pay the transportation charges if our paints are found other than as represented. By manufacturing our own paint we secure a quality so high that we can safely guarantee it.

This bold assertion, as Mr. Heckel characterized it, is a "fake pure and simple. We are satisfied that this particular brand is cheap stuff. It is guaranteed because the buyer at retail has no means how he shall proceed legally to expose the fraud, let alone the expense of such an action. Consequently he suffers the injury and makes his own resolves as to what he will do when it comes to buying paints in the future. To sum the whole thing up, the paint manufacturers of the country, whose products are well known, have reached the conclusion that if the public wish to be deluded by the goods put out by the catalogue houses as 'guaranteed,' that is their privilege. If whitening and water is accepted in lieu of white lead and linseed oil and is 'guaranteed a paint to give complete satisfaction,' why it is up to the consumer to say whether he is 'stung' or not. The manufacturer of reliable paints now knows that the consumer

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered,
U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

Dorchester, Mass.

A LIVE CROCKER

wants the best ad help he can get at least cost.

For 35 cents we send our magazine a full year. Sample for stamp.

The Advertising World
COLUMBUS, OHIO

Keep Your Store Cool

An Electric Fan or two will not only make your store cooler than the streets outside, as well as pleasant and inviting, but will also keep the place free from flies. An

ELECTRIC FAN

costs less than one cent an hour to run—can you think of any more effectual and economical way to make your store attractive to your customers?

The Philadelphia Electric Co.
Tenth and Chestnut Streets

will not buy his goods a second time from the same provider.

"Then again the proposition of another retail mail order house is equally misleading. It quotes what is designated as the 'biggest spread, a long-lasting, 100 per cent. paint.' This is another fake, pure and simple, and we have no hesitancy in denouncing it to the trade. There is one other matter I would like to mention and that is 'neutral oil.' This article is being urged as a substitute for linseed oil. It is a fraud for what it is recommended, in our judgment. Cleveland is the headquarters of this product and the paint manufacturers are doing what is possible to caution the public against its use in the connection for which its qualifications are entirely unsuited. General merchants who are stocking ready-to-use

paints should at least make some inquiry as to the main constituent parts of the goods, or place their order with houses whose reputation is, like Caesar's wife, above suspicion."

Price Maintenance a la Extremes.

If the National legislators can fathom the true inwardness of the commercial mind they are good ones. What one will recommend as a solution of a vexatious problem, another will denounce as absolutely impracticable. Truly, this is not remarkable, because it is only a manifestation of the complete character of human nature, and in such an event it is probable the majority opinion will sway, as against an individual expression, no matter how strongly presented. For an illustration of this precept, if such it may be called, is the recent ac-

tion of the American Iron, Steel and Heavy Hardware Association, which held a meeting in Cleveland.

Naturally, the Stevens bill, now before Congress, came in for a general discussion. This measure is to establish a resale price maintenance, in which the hardware dealer in any situation is and ought to be concerned, when the tremendous price cutting shadow of the retail mail order house looms up in the distance—or nearby, as the case may be. This supposed high shouldered organization proposed as an amendment that there should be a proviso for redress on the part of the manufacturer against a dealer selling goods at less than the established price; it should permit the establishment of different prices in different sections to cover transportation charges; it should define the

words "dealers at wholesale," "dealers at retail" and "the public." After a reasonable time for reflection one might candidly say, when the whole purpose of the bill is considered, "Now, will you be good." This special scheme of making merchandising a proposition to be governed by statute law is a joke which even the cynical Omar, of old, would appreciate, and if living embody in a new quatrain.

Again the Mail Order House Method.

Manufacturers of the average class are busy discussing who are the "sinners" who sell to mail order houses, to the detriment of the ordinary dealer. It is a condition capable of rectification, in the minds of men wholly honest. The retailer of hardware in a large city may not be sensible of his loss of trade by these modern distributors of merchandise at a price. The small town merchant, however, feels the competition by compelling circumstances. The retailer with nerve, good credit and a little versatility, meets this debilitating factor with his face to the morning, and in readiness to "show up" the untenable position of these worry makers in prices and sound arguments.

This disturbing element in the hardware business is what may be termed an "old story," but is a menace which must be met and, while it cannot be overcome, may be met with equal conditions. As a rule, a community favors a contestant with bowels; and while the present-day catalogues of these establishments are formidable and frightening to the timid retailer, to the man with a head on his shoulders there is an avenue of escape, even if the parcel post does favor them seemingly. The P. P. is an accepted accommodation to everybody, and the sooner the adverse criticism so prevalent in the trade, individually and through organizations, is dropped, the better. In other words, there is nothing to it.

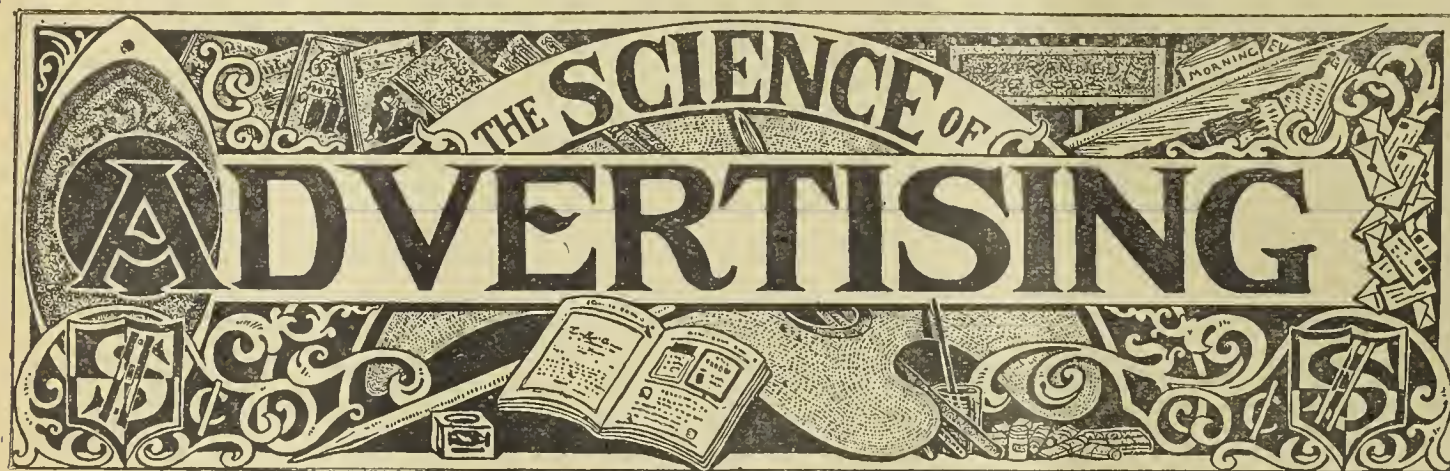
Starting New Chain of Grocery Stores in Louisville, Ky.

The Jones-Hughes Co., has been incorporated in Louisville, Ky., with \$200,000 capital stock for the purpose of operating a chain of grocery stores. The members of the company are Lawrence Jones, Robert E. Hughes, Saunders P. Jones and Warner L. Jones. The company will operate stores known as Quaker Maid Groceries. All goods will be sold for cash. None be delivered, and reduced prices will prevail. It is said that the system will be modeled along the lines of the Bowers string of stores in Memphis, Tenn. The new company has already put eight or ten stores in operation, and expects ultimately to have between 75 and 100. It has started selling bread at three cents a loaf.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



Troy, N. Y., June 25, 1914.

Editor "Science of Advertising."

Dear Sir:—I am sending you a copy of a book of advertising material which has been offered to me. Please give your opinion on it and then send it back. It contains, as you will see, ready made material for advertising—"catch phrases," and I should think it would seem better for such uses as window signs and store cards than for regular display advertising. Do you approve of such matter, and do you think the users can derive any benefit from it? Please answer in as early an issue as possible.

Yours truly,
R. K. CORNING.

The book which this correspondent sends in is "One Thousand Advertising Catch Phrases," published by the "Advertising World," of Columbus, Ohio. It is just as its name would indicate, and to give an idea of the matter, I will reproduce one page here:—

It's up to you.
Cost is the thing.
No chance to lose.
Yours for the best.
Real dollar values.
A summer forecast.
Never saw a better.
Your wish gratified.
Our incomparables.
Good clear through.
A spring blossoming.
A style to please you.
They sell themselves.
More value than ever.
Always ready for you.
Good Wearing quality.
We like to show them.
A price that jars itself.
A star in merchandise.
Figured to a fine point.
Start the summer right.
Always an inducement.
A reputation for service.

Good goods at all prices.
Another chance to save.
Where your interests lie.
You never mistake here.
A comfort in springtime.
Hints on house cleaning.
Exclusive for this week.
A value for every seeker.
Quality is the advantage.
A rare color, a rare price.
How one price helps you.
Rightness and brightness.
Easy helps for a bad day.
Appeal to your judgment.
Satisfying and gratifying.
We want you to see them.
Covered with good points.
Goods and their guaranty.
Protected from inferiority.
We have prepared for you.
Are all we claim for them.
Our interests are identical.
Every one worth the price.
Your dollar works for you.
We trust you—you trust us.
The price will surprise you.
You can see the advantage.
Sold for what they're worth.
Getting your money's worth.
A breezy thing for a hot day.
Your chance at a good thing.
We know how good they are.
A pleasure to the last thread.
Experience beats guesswork.
Where we have an advantage.
Many lack what these possess.
We mean to give you the best.
Will wear to your satisfaction.
Our striving gives you values.
Our object is your satisfaction.
Tell us when they're not right.
A tired dollar finds relief here.
We build your saving account.
Smart things for smart people.
They please you from the start.
Every counter a bargain center.
The best of the spring products.
Try us for that particular article.
Our boast and what it stands for.
A week filled with bargain days.
They're expensive, but how nice!
We buy right means much to you.
We succeed in supplying the best.

Bright prospects for bargain hunters.

You get the benefit of the odd half.

Business that makes more business.

An expenditure that gives pleasure.

Another point for your consideration.

Over and over—the same bargain story.

Our up-grade goods at down-grade prices.

If you can stand the price, they're worth it.

Economical, but that's not the only advantage.

"I think these things are all right, but I should confine their use mainly to signs and placards. A good crisp window sign, accompanied by a price, often attracts attention and leads to a sale. An advertisement ought to consist not of epigrams, but of meat. Of course, there are a lot of these catch phrases that could be worked into an advertisement, and which would be all right there, but it would probably be easier to go ahead and write the advertisement yourself than to laboriously work in somebody else's catch phrases. For signs, however, they are excellent. Some of them are somewhat commonplace, but enough good crisp phrases are here to use to considerable advantage.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Your Coffee Ten Years From Now

¶ The brands and blends of a wholesale coffee house ought to be as standardized as its business methods. No good house will be wholly honest to-day, half honest to-morrow and wholly dishonest the next day, but many good houses sell coffee blends that vary almost that much from shipment to shipment.

¶ Our **Standardized Blends** never vary. After you find one or more you decide to push, you can positively know that in ten years from now you and your customers will be getting precisely the same thing as that you selected.

¶ This is a big thing for you, and a big thing for your customer. It means getting coffee business and it means holding it.

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

Safety First!

In buying goods for a store, the first consideration is **SAFETY**.

The twin dangers are: Paying too much and overstocking.

Merchants go to the wall every year because they buy too much in an effort to avoid paying too much.

You can be safe from both of these perils during July if you have our July catalogue of General Merchandise. The net guaranteed prices in this catalogue will show you how to own your goods at rock bottom without buying more than you know YOU can use.

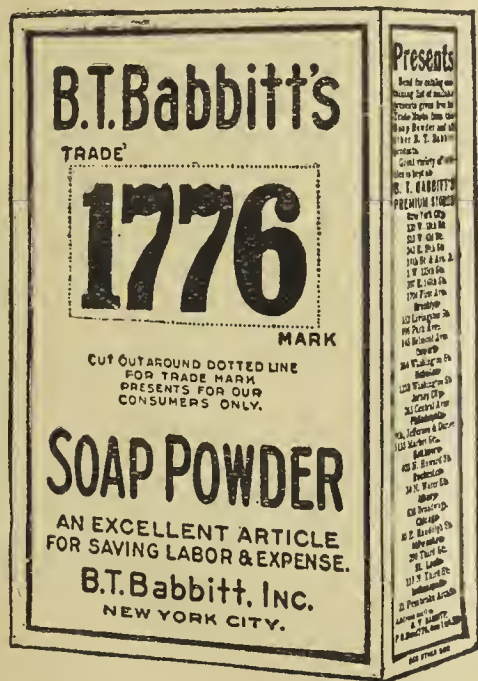
Don't run by this signal!
Safety first!

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS
MINNEAPOLIS DALLAS

NEW LARGE
Pound Package
ONLY 5 CENTS
To the Consumer
The New Package of
**Babbitt's
1776 Soap
Powder**



has every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneyworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.

B. T. BABBITT, Inc.
NEW YORK CITY



CCLXVI.—What Good Will Means, and a Correspondent Who Is Not Helped By Getting It.

Here is a problem that comes to me from Albany, N. Y. Doubtless it has had a counterpart in the experience of many readers hereof; certainly it is likely to unless watchfulness is exercised:—

Last April, 1914, we purchased from the former owners the retail department store business which we are at present conducting in this city. We paid a good round price for the stock and fixtures and a price which I personally considered—though my partner did not—excessive for the good will. There was but a short agreement of sale, and finally a bill of sale.

It was our understanding when we bought that the owners of the business—there were two brothers—intended to go West for the health of one of them, and start a dry goods business somewhere on the Pacific coast. We were astonished, therefore, to learn from good authority, which we have confirmed, that they have rented another store here and intend to open even a larger business than they had before, on or about August 1st. If they are allowed to open, of course it will make so much more competition for us, and some of our trade will be lost, as they are well known in the town, while we are strangers. I have examined the bill of sale, and it mentioned good will as part of the assets for which the price was paid. Is there no way in which we can stop these people from opening up again? Does not the term "good will" mean an agreement not to open up again for a certain length of time?

I very much regret that I can say practically nothing which can help these people out of their difficulty, but I can offer their example as a warning to other people who may be about to buy a business.

Except in Ohio and New Jersey, "good will" does not mean any such thing as this correspondent hopes it does. Here is a standard definition of good will:—

The advantage or benefit which is acquired by an establishment, beyond the mere value of the capital, stock, fixtures or property employed in it, in consequence of the general public patronage which it receives from constant or habitual customers, or on account of various factors, such as good location, or good reputation, etc.

A shorter and better definition is "the probability that it will continue to do the business it is doing now." For this, under the name good will, buyers of businesses pay a sum over and above the value of the stock and fixtures, and it is worth it, for a going business, making a profit every year, is surely a different proposition than so much stock and so much fixtures.

The good will of a business passes to the buyer when the business is sold, whether it is expressly mentioned in the bill of sale or not. It would of course be possible to sell a business without selling the good will, but very unusual unless its assets were sold at auction.

But the mere sale of the good will does not carry with it an obligation not to go into business again, except in New Jersey and Ohio. It ought to, and does under the old English rule, which Ohio and New Jersey have adopted. Certainly if I have bought "the probability that a store will continue to do the business it is doing now," I have a right to demand of the person who sold it to me that he shall not reduce that probability by re-engaging in the same business and attempting to get the same customers. That is so fair a rule that it seems strange it should not be the general rule. But in all States but the two named a man who sells his business, and with it the good will, may open precisely the same kind of a store next door the very next day. Of course provided there is no stipulation in the agreement that he shall not enter the business again for a certain period. There should always be such a stipulation, for it constitutes the buyer's only protection against the

situation which is now confronting this correspondent.

The man who has sold a business without such a stipulation, even though he has charged for good will, can go even further than merely to open a store—he can advertise it and can even solicit his old customers for it. Neither in his advertising nor in his solicitations, however, must he represent that it is his old business he is advertising or soliciting for, but that is cold comfort, in most cases.

There is but one thing to do—tie up your seller with an iron-clad stipulation that for a certain time he shall not re-engage in the same business in your neighborhood.

(Copyright, July, 1914, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Prohibition Against Saccharine Declared Invalid in Missouri.

The Supreme Court of Missouri has handed down an unanimous decision holding that the law prohibiting the use of saccharine in soft drinks passed by the State Legislature three years ago is discriminatory and declaring that saccharine is not deleterious to the health. The court dismissed the case of the State against the Empire Bottling Co., of St. Louis. The Monsanto Chemical Works, of St. Louis, are manufacturers of saccharine, and with the assistance

of State Food Commissioner Frick made a test of the prosecution against the Empire Bottling Co. to prove the validity of the law. The law passed by the Legislature prohibited the use of saccharine in soft drinks, but permits its use in foodstuffs. The opinion of the court is as follows:—

According to the proffered evidence, one would need to drink about thirteen pints of the defendant's soda water in twenty-four hours before he would get to the danger point in the use of saccharine. If such is the case, the amount of saccharine in defendant's soda water is not deleterious to health, for we cannot imagine one so addicted to its use as to consume that much. But, independent of the question as to whether such use of saccharine is deleterious, we think that the statute is an arbitrary discrimination against the makers of soda water. It may be taken for granted that saccharine is or may be used in foods and drinks which are non-alcoholic. Whether it is deleterious to health or not, it is certainly an arbitrary distinction to prohibit the use of saccharine in non-alcoholic drinks and not prohibit its use in other foods and drinks? If it is deleterious in one case, it would be so in the other. If it was the purpose of the Legislature to prevent the use of saccharine in soda water, not because saccharine is deleterious, but because it sweetens the soda water, then it is an arbitrary discrimination in favor of those who sweeten soda water with sugar. If the Legislature regarded saccharine as deleterious to health, it should have excluded it from all foods and drinks, and not merely from non-alcoholic drinks. If the purpose was merely to prevent the sweetening of non-alcoholic drinks, it should have prohibited the use of any kind of sweetening in such drinks.

We regard this as too plain a case for a long citation of authorities. It falls clearly within the principles enunciated in State vs. Miksick, 225 Mo. 561, 1. c. 572.

The judgment is reversed and the defendant discharged.

Most Rigid Food Laws in the World Fail to Cure Food Adulterations in Germany.

According to Official Reports Adulteration Still Goes on. Even Baby Rubber Nipple Found to Contain 40% of Zinc.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

July 1, 1914.

It is said that the most rigid food laws in the world are in Germany; it would appear from something I ran across this week as if, rigid as they are, they have not cured the evil of food adulteration. The following was published by a German paper; it was made up from a number of reports from German officials in charge of the enforcement of food laws:—

The use of artificial butter grows from year to year; it is even being used in the country. In spite of this increasing consumption there is much uncleanness where it is produced, and there is great necessity for purifying the raw products used. Tallow is often confiscated because it contains hair, flies, splinters and other foreign substances. The manufactured butter is also sometimes confiscated because it contains a large percentage of soda. Margarine manufacturers are still using benzoic acid and sulphuric acid as preservative agents. Up to the present time the penalty for using such adulterants has not been clearly defined, because the law has not been properly explained. Mixtures of lard, beef fat and artificial fats are often made. Vegetable fats are being more and more used, especially in the form of hardened oils.

Flour and bakery products also need careful supervision, because of the mixture of inferior products, sand, weed, seeds and mites. In many districts it has been found that talcum was used to adulterate flour, and that there was uncleanness in the storerooms and in the manner of manufacture. Mites, worms and spiders were found in the flour bins. So-called egg mixtures often resemble eggs only in color, and that is given by a coal-tar product. Fruit juices are also artificially colored—often with poisonous coloring matter.

In a sparkling fruit wine advertised as free from alcohol, 7 per cent. of alcohol was found. The green color of canned vegetables was found frequently as the result of the use of salts of copper. In one kilo (2.20 pounds), 132 grams (4.65 ounces) of copper salts were found. Marmalade and fruit jellies were found often to consist almost entirely of artificial ingredients. Coffee was most frequently adulterated with pulse or lupine seeds.

In many instances malt coffee was found to be simply unmalted, roasted barley. Adulterated vinegar is said to have caused two deaths. Wines were less impure, owing to the strict supervision exercised over the wine industry, but in the manufacture of beer, much is to be desired in the matter of cleanliness. Twice brandy was found to be adulterated with methylated spirits. Lead was also used for coloring utensils and vessels in daily use. A substitute advertised for nickel was found to consist of a strongly poisonous quicksilver solution. In a baby's rubber nipple 40 per cent. of zinc was found.

HOLT.

Fleischmann's Yeast

A STAPLE ARTICLE

Yeast is a necessary ingredient in bread—as necessary as flour, sugar and salt. You carry the last named articles and if you do not handle **Fleischmann's Yeast**, you should add it at once.

THE FLEISCHMANN CO.



BEST FOR BABIES

Borden's Eagle Brand Condensed Milk

Ever since 1857 Borden's Eagle Brand Condensed Milk has been the leader for nursery and household use. It is an ideal food for babies, being rapidly and completely digested by the infant stomach. Thousands of people, who as babies, were successfully reared upon Eagle Brand, have grown up to rear their own babies upon it, and use it also for table use because of its unequalled quality and purity. You have no article upon your shelves which has a better reputation with consumers than Borden's Eagle Brand Condensed Milk, and none is more widely known. Recommend it to your customers, reminding them that every can is guaranteed to them.

Borden's Peerless Evaporated Milk

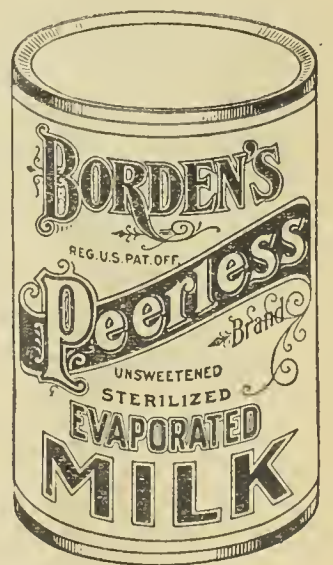
is the great standby of the American housewife for cooking and general household purposes. It is richer and better than most raw milk, adds a rich creaminess to gravies, soups and sauces; enriches and increases the food value as well as the flavor of every dish. All Borden's Brands, both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and are guaranteed absolutely pure.

BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best, purest and most nourishing infant food, as well as being perfect for table use."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





Working a Bum Rule Both Ways.

You know I've always stuck up my perfect nose at these schools that teach you how to sell goods by mail. I say to learn how to sell, you've got to go out on the road and buckle down. You can read yourself full as a tick of stuff how to do it, but when it comes to putting it over, you ain't there.

Sizing people up don't come in books. Put a pin in that.

I have a good customer that is taking a course from one of these schools, up in Buffalo. They filled him full of the big money the crack-a-jack salesmen pull, and said they could teach him a few little tricks that would double his business. He fell for it—sent 'em \$20 for twenty-five lessons! He showed me some of 'em—they were sure the limit. One lesson told him how he ought to look in the customer's face when he was trying to sell him something! "Firmly, compellingly but pleasantly," it said. Ain't that punk, when you think of it? I can see myself getting a kick in the pants if I tried to look into some of my customers' maps that way.

As it happened, I saw this customer fall down flat trying to put one lesson over. He had been talking to me about it just before he tried it, then the store got full and he had to go out and wait on people, and I got tired and went out and saw him get licked.

"I've learned one good thing already from this course," he said, "and if I don't get anything else, that alone will be worth the whole \$20. It's not to ask the customer whether she wants a thing, but to tell her she does. They call it suggestion. If you ask her ten chances to one she'll say no, but if you tell her she does, you're apt to land her. See?"

"I see what you mean all right," I said.

"I just learned that last night," he said, "and I haven't had a chance to try it yet, but I'm going to do it at the first opportunity."

Just then he had to go out and wait on trade.

When I strolled out he was waiting on two women. When they'd given their order he must have thought of the lesson.

"Mrs. Jones," he said, "I want to show you something that you absolutely must have. You need it. It's a new thing for washing

clothes and the very best thing of the sort I ever saw. It's a thing every woman absolutely must have."

While he was saying this, I saw him looking into Mrs. Jones' face "firmly, and compellingly but pleasantly." He overdid the thing a bit, seemed to me, for he gave her the look that went with "you're a liar and you dassent back it up!"

She didn't say anything, and he went and got a package of the new stuff. When he handed it to

her he talked some more about "absolutely must have it."

"You'll simply have to buy that, Mrs. Jones," he said, "you can't afford not to have it."

One of the clerks called him over about something, and he heard Mrs. Jones say to the other woman:—

"He needn't think he can tell me what I want and what I don't want. I know what I've got to have, I guess."

When he came back he said:—

"I'll just put a package in with your order, Mrs. Jones."

Then he laid it over with her stuff that he had been putting up for her.

"No, I think I won't take any this morning," she said, "maybe another time. Send the order by 11 o'clock, please."

He was all ready to tell her again that she absolutely had to have it, but she was out of the store by that time. He put the package back and happened to see me. I had on the widest grin

The Awards in the Grape-Nuts Ad-writing Contest Will Be Published in the Next Issue

The number of advertisements submitted was considerably in excess of those submitted in the Dromedary Cocoanut contest, and show very high average ability.

The ad-writing contests are now suspended for the summer months. They will resume in September with a contest on

CERESOTA FLOUR

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

I wear, which is some wide, but I didn't need to say anything. "What's eating you?" he said suspiciously.

"I only wish that correspondence school chap had been here," I said. "I'll bet he would have been tickled to pieces to see how badly his scheme worked. It was wonderful, old man, I never saw anything like it. You just told her what to buy and by gum, she up and didn't buy it! I wouldn't have thought it possible, honest I wouldn't!"

"You don't think I'm going to learn the whole thing all at once, do you?" he said, but I could see he was a little bit dashed.

Then I started in to sell him goods. One thing I wanted to sell him he didn't rise to right away and we had some argument about it.

"But you've got to have it, old man," I said, "you need it! You've got to have it! It's a line you simply can't do business without! You've got nothing like it now, and it's been a great seller everywhere I put it! You absolutely must have a little!"

"Do you think you know my business better than I do?" he snapped. "I tell you I've got too much of that kind of stuff in stock now. I've got to cut it down before I touch another thing."

"But this is something that you absolutely—" I looked at him firmly and compellingly, but pleasantly, putting my warm and sweaty mug within three inches of his while I did it. Then he got on and went red, while I let out a merry giggle.

"You've wasted enough of my time to-day," he said, "now get out; I've got work to do."

I got out, with the same hunch about correspondence schools that I always had—there's nothing to them.

THE STROLLER.



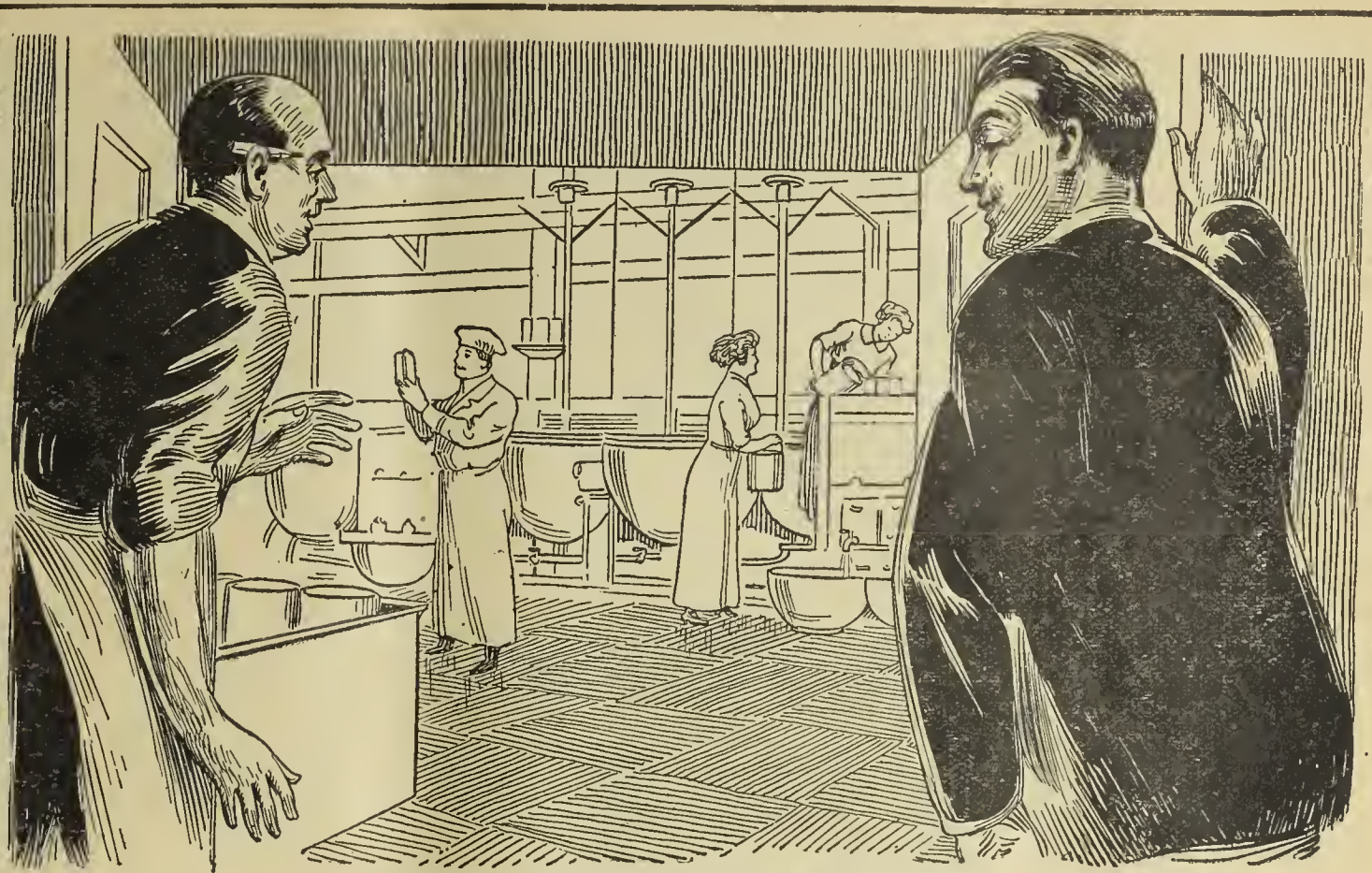
Are You Sharing

with us the steadily growing popularity of

MAPLEINE

ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.



"THE OPEN DOOR FACTORY"

Come, See Us Make READYMAID SOUPS

(CONCENTRATED)

The doors of our factory are always open to visitors. If you can come to see us, Mr. Grocer, we'll gladly show you every nook and corner, because we're proud of its cleanliness.

We'd like to show you the fresh, prime meats, the fresh clean vegetables and carefully cleaned spices we use in READYMAID SOUPS, because you are an expert judge of all these articles and would realize immediately that it is impossible to make better soups than READYMAID SOUPS.

The cleanliness, fine quality and absolute purity of all ingredients used in READYMAID SOUPS gives them a natural taste.

If you'll push the sale of READYMAID SOUPS you'll have a bigger and more profitable soup trade than you can build up on any other brand—your customers will taste the difference immediately.

MONEY FOR THE GROCER

Instead of charging you a high price for READYMAID SOUPS and spending part of the money in magazine and street car advertising, we give you a low price and a chance to make an extra good profit. Our name is a guarantee of quality; we wouldn't put it on a product that did not have superior merit. READYMAID SOUPS are guaranteed all the way to the consumer's table.

The Franco-American Food Co.

JERSEY CITY, N. J.



WHAT TO TELL CUSTOMERS

"Try READYMAID SOUPS this week. They're a new concentrated soup made and guaranteed by the celebrated Franco-American Food Co. You'll like their natural taste."

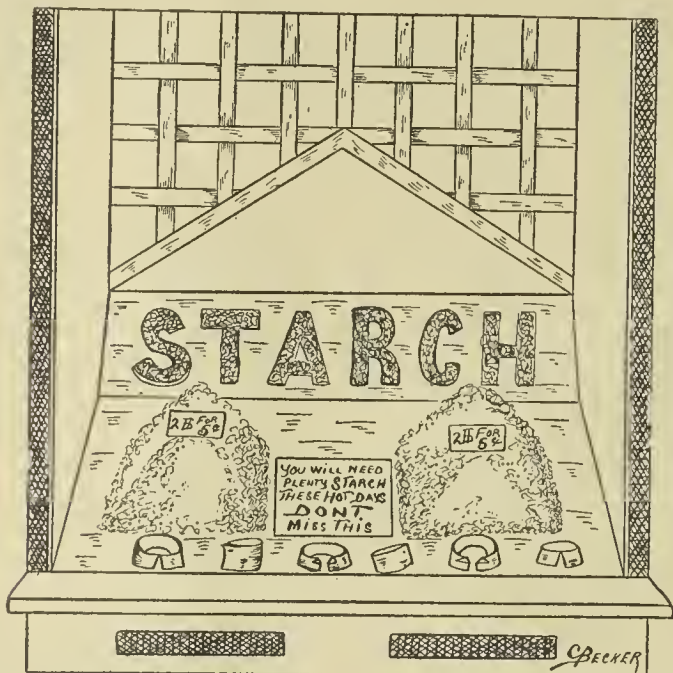
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants





Starch Sale.

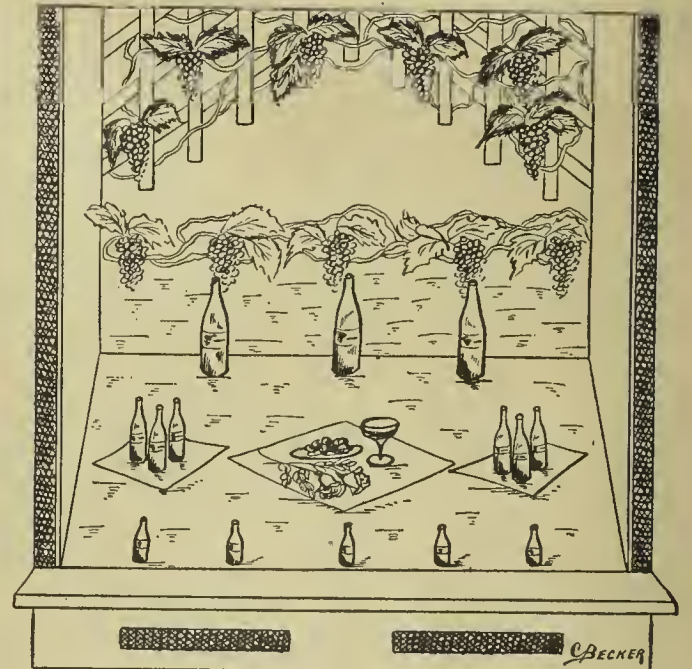
This terrible heat makes plenty of limp linen. Everybody will need a supply of starch and this is a good time to have a display and sale. This display is arranged in the following manner: First cover the bottom of the window with a light blue crepe paper. Along the front place some collars



and cuffs that are just fresh from the laundry. At each side of the window, on the bottom, place a large pyramid of lump starch, with a little tag stating price, and in the center place a large sign card with the lettering as illustrated. Make a slant of boards across the rear, cover it with the blue crepe paper. Now get long strips of pasteboard, about two inches wide, cover the long strips with the blue crepe paper, bend them to form letters to spell the word "starch." Now pin the letters fast to the slant, with strong pins placed in slanting. When the letters are all secure, fill them with starch. Finish the top of the window at the rear with three-inch wide strips of the blue crepe paper, as in illustration, and the display is complete.

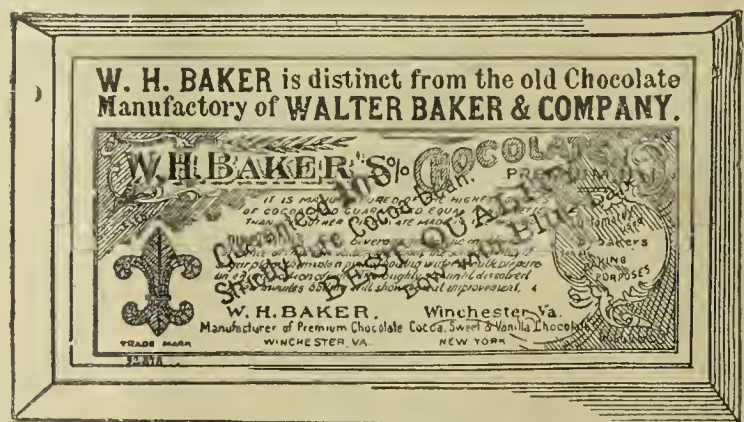
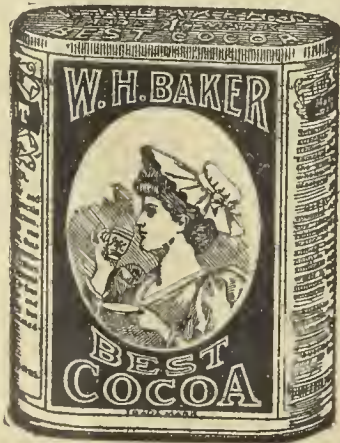
Grape Juice Trims.

Grape juice is a very good article to sell just now, but if you want to double your sales just make a neat and attractive display of it. To arrange this trim, first make a lattice work of laths in the upper rear corners and cover them with white crepe paper. Wind some artificial vine and grapes around it. This done, cover the bottom of the window with crepe paper, and along the front place some of the smallest size bottles. Place three paper napkins, about in the center; on the end napkins place several medium-size bottles,



and in the center place a glass of the grape juice, a plate of fancy little cakes and a spray of artificial roses. Place three large bottles at the rear. For a background run some of the white crepe paper across the bottom at the rear and finish at the top with some of the grapevine.

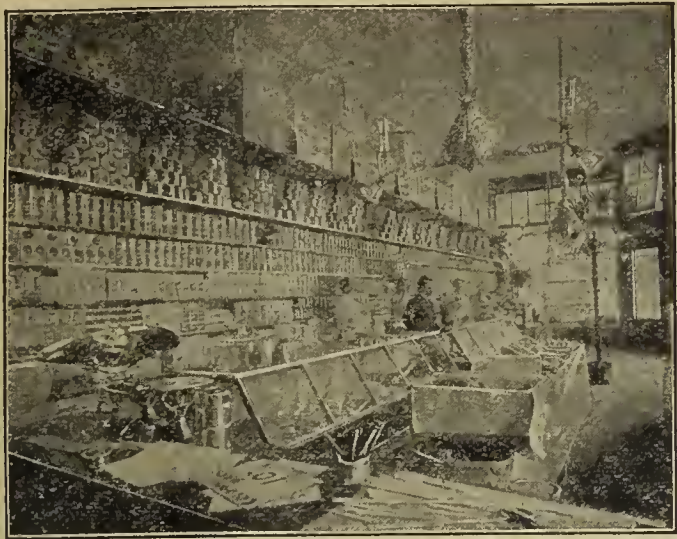
W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 24, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



We Sell You 25 Per Cent. More Shelf Room

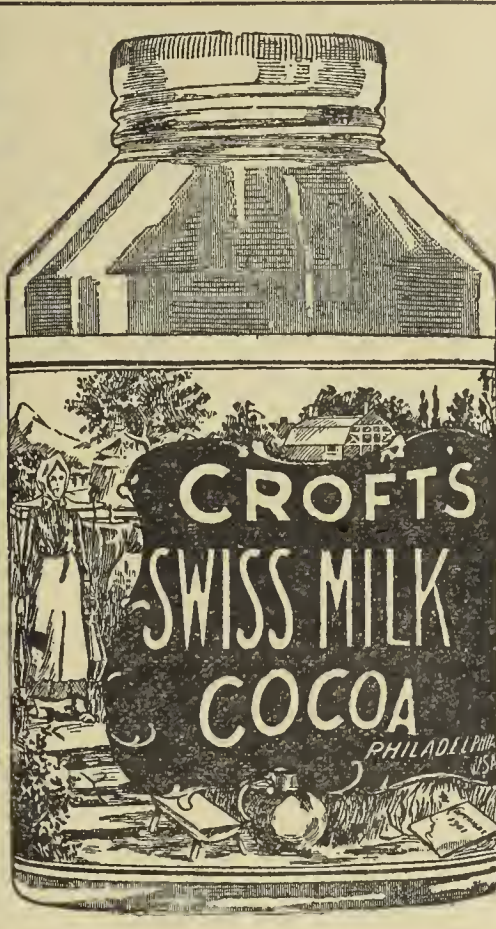
Selling you 25 per cent. more shelf room for the price of a few Baines' Brackets is like offering you a gold dollar for a quarter.

Nevertheless, that's exactly what our proposition amounts to.

We guarantee that Baines' Brackets will increase your shelf room a full fourth, not by performing a miracle, but simply by giving you back the space that the old-fashioned shelf supports have used up. With these brackets, you have the clear shelf free.

PIQUA BRACKET COMPANY
PIQUA, OHIO

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

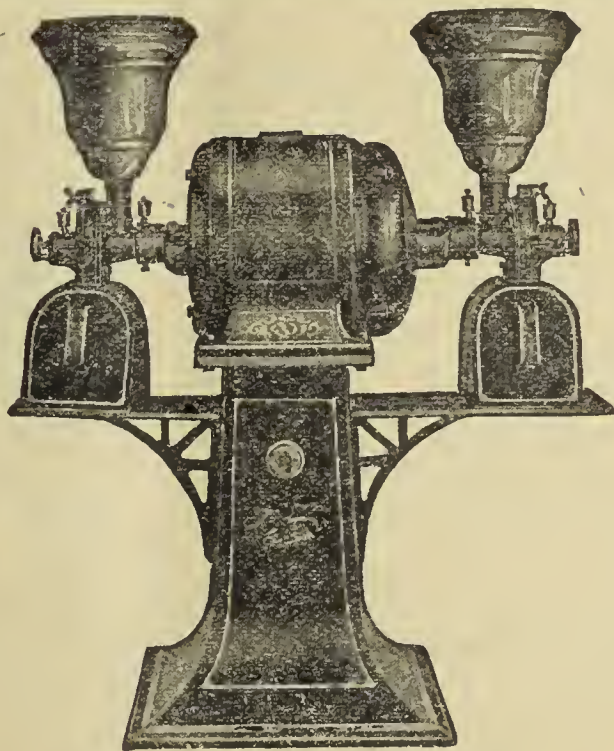
40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA
Pennsylvania ..

HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS
SAVING DOLLARS AND LABOR
THEY ARE FOOL PROOF



No. 192 P MILL

WRITE FOR PRICE LIST

HENRY TROEMNER

No. 911 ARCH STREET :: PHILADELPHIA, PA

J. A. FLESCHE & SON, 115 Adams St., Chicago, Ill.

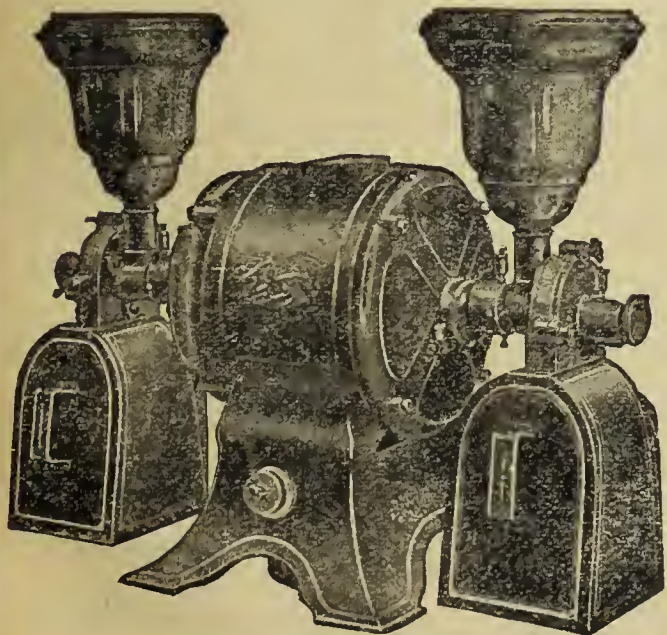
GENERAL AGENTS FOR UNITED STATES

ESTABLISHED 1840

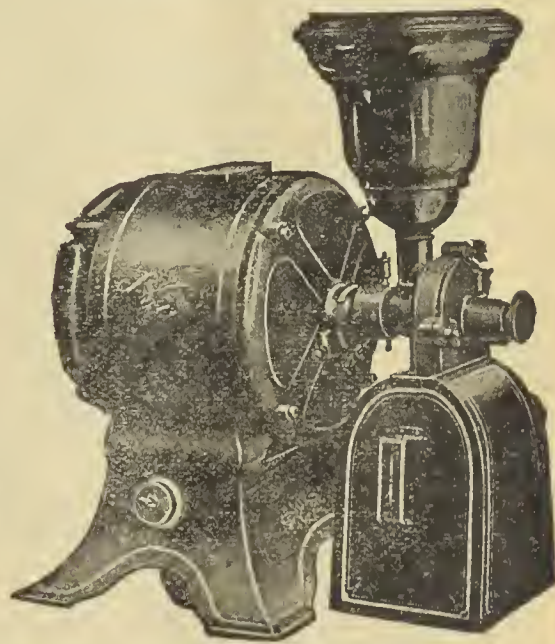
Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED



No. 192 MILL



No. 19 MILL

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—Information regarding good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn. 1

WANTED.—To buy, one refrigerator, 6 x 5 x 8; one refrigerator case, 10 x 3 x 3; one refrigerator machine for two boxes and one case. Address Chevy Chase Supply Co., 5610 Connecticut Ave., Chevy Chase, D. C. 2

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

STORES

FOR SALE.—An old-established general store business in a growing town, about twenty miles from Philadelphia. Doing a business of \$36,000 to \$40,000 a year. Will sell at inventory. Stock consists of groceries, notions, boots and shoes, dry goods and such other goods as is generally kept in a general store. Address G. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

FOR SALE.—On account of ill health, grocery business in city of 28,000 population. Doing a business of \$35,000 to \$40,000 per year. Will sell for \$4,000. Stock, fixtures and auto delivery. Address H. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FOR SALE.—Stock and fixtures of a good corner grocery, confectionery, ice cream, cigars, etc. Will sell at a very low figure if sold at once, \$325. N. W. corner Wolf and Hamberger Sts., Philadelphia. 2

FOR SALE.—Business opportunity in Bordentown, N. J. A double store in a corner brick building, now occupied as a dry goods and grocery store. Would sell with or without stock. Two dwellings in the building now rented. Address Lock Box 98, Bordentown, N. J. 1

FOR SALE.—One of the oldest established grocery stores in the city of Easton, located in growing section and doing a good business that will stand investigation and could be enlarged with fresh meats. The owner wishes to retire from the business and will sell stock and fixtures and give lease on store to suit purchaser, or will sell property. For further particulars address Easton Grocer, care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FOR QUICK SALE.—Grocery business, stock and fixtures, doing a good cash business. No delivery. Will inventory \$3,000; will sacrifice for \$2,500 if sold

at once, in order to go into wholesale produce business. Address Lock Box No. 1, Brockton, N. Y. 23tf

FOR SALE.—Good paying grocery store, with 14-room house attached. House has all improvements. Large lot, with brick barn, wagon shed, wood shed and corn crib. Located in good town on Pennsylvania R. R. Only one competitor within ten squares. Address B. B. 3, care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 5

FOR SALE.—Established general department store, dry goods, ladies' ready-to-wear, shoes and groceries; will invoice about \$15,000. Located in the best enterprising town in Southeastern Pennsylvania. Sales have increased one-third over last year. Unusual opportunity. Address care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FIXTURES

FOR SALE.—One set Fairbanks scales, with side bar; capacity ten pounds. One coffee mill; will be sold cheap. Apply 2064 S. Cecil St., West Philadelphia. 5

FOR SALE.—One Enterprise second-hand coffee mill, \$3. One oval front, eight-foot nickel trimmed glass case, \$9. Address Heilbish & Gundy, 442 Market St., Sunbury, Pa. 4

FOR SALE.—National cash register in perfect condition; a bargain. Address G. D. Mancill, 36 S. Fortieth St., Philadelphia. 4

MISCELLANEOUS.

FOR SALE.—Sixty-gallon coal oil tank, with pump; has been used some time, but in good condition. Will sell same cheap. Address E. Barry, Myerstown, Pa. 5

AUTOMOBILES

FOR SALE.—Maxwell touring car, Model H. B., '07. Two cylinders, 20-horse power. Would make a good truck. Address Box 425, Andover, N. Y. 5

EXCHANGE.

WANTED.—To exchange a good grocery store for real estate near Philadelphia. Address Lock Box No. 1, Brockton, N. Y. 5

HELP WANTED

WANTED.—Experienced man in the grocery line wants position as grocery clerk in or near Baltimore. Not afraid of work. Address H. S., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 3

HELP WANTED.—Salesman. Old established wholesale grocery house wants experienced salesman with out-of-town trade. Good inducements to the right parties. State territory. Address K. F., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 15tf

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk
1400 Spruce St., Phila.

The "Premium" Brand on Ham



WE must make **EVERY** ham that bears "**SWIFT'S PREMIUM**" brand give satisfaction, or the brand would cease to mean anything.

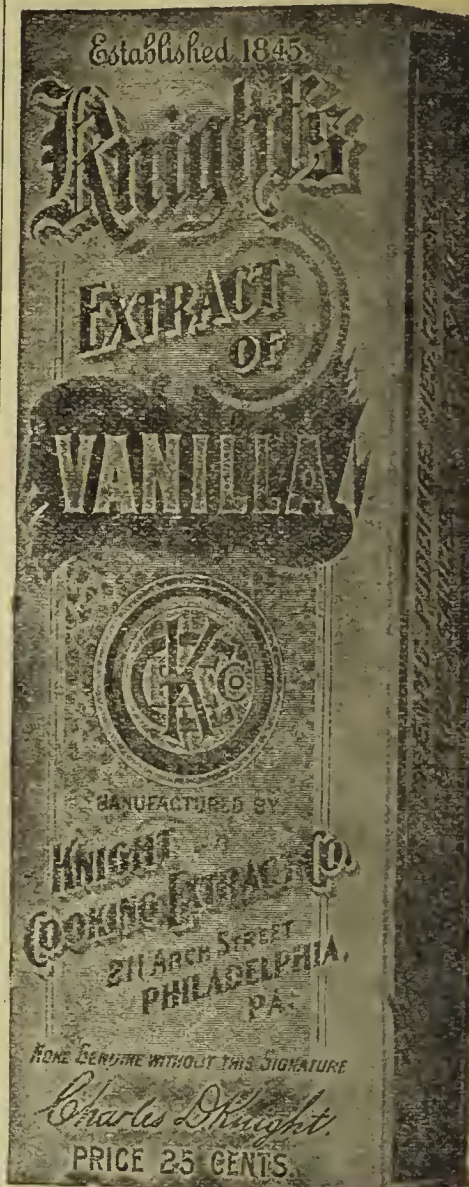
And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT'S
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVIII.

PHILADELPHIA, July 13, 1914.

No. 2.



Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286.
Filbert 3287. Keystone, Race 746.
Private Exchange.

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Awards in Grape-Nuts Ad-writing Contest

The number of advertisements submitted in this contest exceeded the number submitted in the Dromedary Cocoanut contest, and like the latter, were not easy to judge.

Owing to the very great amount of labor involved in putting all these advertisements in type, a few of them—some of the late-comers—could not be set in regular display form.

The three capital prizes are awarded as follows:—

First Prize, \$20—FRED JAEP, Philadelphia, Pa.

Second “ \$10—L. DOUGHERTY, Gettysburg, Pa.

Third “ \$5 —WILLIAM T. LAMB, Camden, N. J.

The following are awarded Honorable Mention:—

F. M. Root, Newark, N. J.

M. Van Ness Braman, North Adams, Mass.

Oliver Sheppard, Penn Yan, N. Y.

J. W. Boyd, Manheim, Pa.

C. J. Woods, Corry, Pa.

E. G. Davies, Easton, Pa.

J. E. Witherspoon, Sacramento, Cal.

Meredith Staub, Frederick, Md.

FIRST PRIZE

Free Trip to Wellville!

To all persons using GRAPE-NUTS we make this offer: Many are looking for Wellville, and we have opened the road, so that all can reach it. We do not furnish a return trip. This you take at your own expense—but we feel assured that when you reach Wellville you will have no desire to return.

Many travel this “Road to Wellville” on the GRAPE-NUTS special—but they don't come back. Why?

There's a Reason

GRAPE-NUTS, good for one way only.

The one condition of this offer is to use GRAPE-NUTS as directed and read the book, “The Road to Wellville” (attached to package).

We make this offer on the strength of

Grape-Nuts

It has been on the market for years. Many cereal foods have sprung up, but in GRAPE-NUTS “There's a Reason.”

Composed of the natural nutritive elements of wheat and barley, the two greatest of nature's food products, thoroughly cooked by scientific baking, it offers you not only a food of strength and nourishment, but tasty and ready in an instant. It is economical, as a very small quantity contains a satisfying strength not found in any other food.

Use GRAPE-NUTS and begin the day right. At all grocers.

“THERE'S A REASON.”

Submitted by Fred Jaep, care of John Jamison,
3 and 5 S. Water St., Philadelphia, Pa.

SECOND PRIZE

Grape-Nuts FOR BREAKFAST

of course. Who has not begun many a day right because of the dainty and substantial breakfast which included a bowl of Grape-Nuts? But

Grape-Nuts FOR DINNER

Perhaps you have not thought of that. Try a Grape-Nut Pudding for dessert. It is a delicious combination of Grape-Nuts and Fruits. Easily prepared and always enjoyed. Ask your grocer for the recipe for Grape-Nut Pudding.

For Sale by All Grocers

Submitted by L. Dougherty
Gettysburg Dept. Store, Gettysburg, Pa.

THIRD PRIZE

Mrs. R GRAPE-NUTS

I now recall a Mrs. R who was advised by her physician to use

Having stomach trouble she subsisted on Grape-Nuts alone for eleven months, finally coming up to her normal condition. She describes this cereal as her savior. The writer was induced by her to try Grape-Nuts and to my surprise I found I could subsist on this cereal and perform my labor for four or five hours at a time. So personally I can highly recommend Grape-Nuts for run down or delicate people—for a tasty dish in the morning—for well people—for economy. You only need half the quantity as other cereals.

It is free from worms and has increased its sale because of that. The contents also have a keeping quality about it that builds up and puts vigor and go into life.

Submitted by Wm. T. Lamb
30th and Westfield Ave., Camden, N. J.

Grape-Nuts

The *name* interests the possible consumer; the *sight* of the golden-brown kernel accentuates this interest; the *taste* (the palatableness) converts one to its permanent use, and its *nutritiousness* rewards the user by giving health and strength, as thousands have testified. Let us show you the "Road to Wellville!"

POSTUM CEREAL COMPANY
BATTLE CREEK : : : MICH.

Submitted by F. M. Root
78 Peabody Place, Newark, N. J.

Asleep at the Switch

and disaster results whether it is on the railroad, in the counting room, department store, on the farm, or in the corner grocery.

The cause? Was the switchman overworked, overfed, or was it a case of plenty of food which was poorly cooked—indigestible?

We look for the cause, why not look for a cure? If a case of overwork—less work and more rest. If a case of too much food, eat less. But if a case of improperly cooked, indigestible food, which is often the case, switch on the right track, begin right eating, get a sound stomach, clear vision and a cool brain.

How?

Eat Grape-Nuts

and you will be a live wire on the job. Eat *Grape-Nuts* for breakfast, switch in some for dinner, and a little for tea won't hurt you. It is the right kind of grain, properly combined, perfectly cooked, readily assimilated, very nutritious, feeds the gray matter of the brain and keeps it clear. If you want to be a live wire on the job, don't just nibble on *Grape-Nuts*, eat them.

Submitted by M. Van Ness Braman,
155 and 159 River St., North Adams, Mass.

A "Cereal" Story

CHAPTER I.

Summer is here, and good sense as well as economy dictates a simpler diet. The ideal bill of fare in warm weather is fruits, green vegetables and cereals.

CONSIDER Grape-Nuts

It not only tastes good, but does you good, and *is* good.

Today many widely-advertised foods are out of the running, but *Grape-Nuts* still goes on.

15c the package

Submitted by Oliver Sheppard
Penn Yan, N. Y.

"It's All In Grape-Nuts"

Grape-Nuts is a Food that contains the natural nutritive elements of *Wheat* and *Barley* thoroughly cooked by scientific baking. In *Grape-Nuts* you have all the elements for making

Good Digestion
Strong Muscles
Clear Complexion
Clear Brain
Perfect Health

Grape-Nuts is on sale at grocers in Waxed Wrapper Packages.

Submitted by J. W. Boyd
Manheim, Pa.

Just Touches the Spot—Delicious Grape-Nuts

The ideal breakfast food—the best dessert you can serve for Lunch—peculiarly adapted for a 6-o'clock dinner insuring a night of perfect rest.

Children cry for *Grape-Nuts*. Served with sugar and cream it will delight the palate of an Epicure. Weak and delicate stomachs demand it. The Athlete, the Artisan or Mechanic, the common laborer who eat *Grape-Nuts* know that it adds brawn and muscle.

Grape-Nuts reduces the "High Cost of Living." A bread and meat food for the millions. Eat *Grape-Nuts* and live a century.

"There's a Reason"

Submitted by C. J. Woods, Corry, Pa., who writes: "Enclosed find my entry for the Grape-Nuts Contest—at 63 years of age, and 32 years of age I have been a grocer and selling Grape-Nuts ever since they have been manufactured, and I think just as well of them as I write in my ad."

"Oh what shall I give the children for luncheon?"

Grape-Nuts

will solve your problem, Madam.

Serve them for breakfast and luncheon—

Serve them to children and grown-ups.

Just a wholesome, nutritious food made from the whole wheat and packed in a moisture-proof carton.

Simply delicious with berries or cream and sugar.

Buy a package today.

Ask for

Grape Nuts

"There's a reason"

Submitted by E. G. Davies,
230 Ferry St., Easton, Pa.

Grape-Nuts

Every keel that plows the ocean, every plow that turns a furrow, every hammer that smites an anvil, every hand that pushes a pen is driven by a force that originates in either the emotion of love or hunger.

"Life is less than nothing without love."

The greater the physical strength of a people, the deeper their intellect, the bigger their soul, the more ardent and lasting their love.

Increase the physical strength, sharpen the intellect and expand the soul, and you increase the number of happy families and decrease the number of divorces.

Grape-Nuts

increase the strength and sharpen the mind, therefore they make loving couples, happy homes, vigorous children and efficient citizens.

== E A T ==
Grape-Nuts

and realize on life by loving and being loved.

Submitted by J. E. Witherspoon
Sacramento, Cal.

1,000,000 People a Week Eat

Grape-Nuts

In this huge number are included bankers, doctors, mechanics, draftsmen, expert accountants, business men and day laborers.

"There's a Reason"

Grape-Nuts, a compound made of wheat, barley, salt and yeast, contains the natural nutritive elements necessary to good work, and those who use it realize that they are productive of a clear head and a feeling of satisfaction.

Read the "Road to Wellville" (attached to package).

For sale by all grocers.

Postum Cereal Co., Ltd.
BATTLE CREEK, MICH.

Submitted by Meredith Staub
Market and Fourth Sts., Frederick, Md.

Big Preparations for Coffee Week

To be Held Next October 19-24 Under National Coffee Roasters' Association Auspices. Elaborate Literature and Advertising Matter will be Distributed to Retailers Everywhere.

Readers hereof have heard something about the forthcoming "Coffee Week" which is to be held throughout the whole United States next October 19th to 24th under the auspices of the National Coffee Roasters' Association. Elaborate preparations are being made for this event, and the committee has begun to distribute literature to the wholesale and retail trade all over the land.

The primary object of the "National Coffee Week" is the strengthening of the retail dealer as a distributor of coffee and the increasing of his efficiency and service to the consumer by furnishing him with authentic information about coffee and about the various processes, such as grinding and brewing, etc., and to stimulate him to talk and "think" coffee, making his place of business the coffee headquarters it naturally should be.

Some of the literature, cards, advertisements, etc., which have been prepared for use in retail stores is quite handsome and elaborate. First there is a colored poster 20 x 30 inches, printed in three colors, and bearing the wording: "Coming, Coffee Week, October 19-24, 1914. Ask for Booklet." There is also a colored window trim, made of heavy material designed to form a sort of frame for the window. On the top it bears the words "Coffee Week," and some designs of coffee cups. Slogan cards are also a part of the propaganda. They are colored show cards bearing catchy matter exploiting coffee. There are also pennants to hang in stores or store windows.

The most elaborate piece of literature, however, is a pamphlet "From Tree to Cup with Coffee," a good-sized little booklet 3 3/8 x 6 1/4 inches. Below is a summary of the contents; it is to be distributed to consumers by grocers:—

1.—Growth. A brief and concise description of the coffee tree and berry, the botanical origin, size, appearance, cultivation, picking, etc., written in popular vein.

Illustrations: Coffee trees with pickers at work.

2.—Drying, Hulling, Etc. A short narrative of the curing, hulling and

cleaning processes, showing the care and skill spent and the favoring influences of the air, sun and dew.

Illustration: Drying bed with coffee spread.

3.—Roasting. Emphasizes the function of the wholesale roaster: first, as a skillful cup tester, grading coffee by drinking quality for the consumer; and secondly, as a scientific roaster. Describes the care and skill necessary to a perfectly manufactured product. Also mentions the useful educational service for the consumer by the National Associated Coffee Roasters' Association from scientific researches, etc.

Illustration 1: A cup tester at work. Illustration 2: A roaster at work.

4.—Grinding. Explains the vital relation of granulation to quality and strength of brew, and the efficiency of various degrees of granulation as shown by investigations reported to the National Coffee Roasters' Association. Describes the cellular structure of the bean, etc.

Illustration: Microscopic view of a grain of coffee.

Center Pages.—Brief statistics including the small yearly imports reported by an ancient coffee market report dated 1823, in comparison with the enormous import of the present day.

Per capita consumption figures showing the increase of the consumption from 1900 to 1910, and 1914. Compiled from warehouses, deliveries and United States Census figures.

Illustrations: 2 double page pictures—one of great plantation, and one of large warehouses and docks.

5.—Brewing. Reviews the fundamental principles of correct brewing, as shown by scientific researches, the efficiency of water at the boiling point, the proportion of coffee tannin produced by different methods as shown by chemical analysis, etc.

Illustration: Women at table boiling water. No brewing device shown. Title of picture: "Boil the water, never the coffee."

6.—Dietetic Value. Mentions the latest discoveries by medical and scientific authorities of the health value of coffee as proved by tests in universities, etc., and convincingly summarizes the evidence of the beneficence of coffee as a National beverage.

Illustration: University building.

7.—The Retail Grocer, the Efficient Distributor of Coffee. An appreciation of the retail grocer as the most competent distributor of coffee and the consumer's most reliable dependence of quality, purity, service and authentic information.

Illustration: Up-to-date grocer taking telephone order.

"How the Supply is Maintained," "Brief Story of the Pacific Salmon," and so on.

Perhaps the main portion of the book consists of salmon recipes. There are fifty, most of which reveal salmon in new and unheard-of roles. There are probably a larger collection of salmon recipes here than could be found in any cook book in the world.

HOLT.

Pittsburg (Pa.) Grocers Say City Government Discriminates Against Them in Favor of Foreigners.

Has Public Safety Director Summoned by Councils on Charge of Allowing Foreign Stores to Violate Sunday Closing Law and Sidewalk Restrictions, While Enforcing Same Against American Retailers. Washington Co-operative Store Collapses Through Absconding Manager.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., July 9, 1914.

Attorneys representing the Pittsburg Retail Grocers' Protective Union appeared before the City Council July 2d to complain against what they charge is discrimination against the grocers in favor of the foreign fruit dealers and confectioners. The Department of Safety, according to the grocers, has ignored these merchants repeatedly. Safety Director Charles S. Hubbard was called before the Council. He denied emphatically that he had intentionally practiced discrimination, and furnished a statement showing that he had, since last December, made 85 prosecutions, in 38 of which cases the offenders had been penalized; 35 were discharged and 17 cases are still pending. The association attorney asserted that the 15-inch occupancy law regarding sidewalks was enforced only against grocers, while foreign fruit sellers and others used as much of the sidewalk for display space as they wanted. He asserted that in the commission district there were 8-foot sidewalks where the merchants used all this space except 15 inches, literally turning the law upside down in this respect. He complained against the hawking of peddlers and hucksters, which is in violation of the city ordinance. This measure seems to have been utterly ignored by the police.

The following statement was submitted to Council by the grocers:—

We have had the matter of Sunday selling up with the Department

Trying to Boom Salmon as a Substitute for Meat

Department Reports Small Circulation for Pamphlet Recently Issued With the Above Object. Suggests Fifty Ways Salmon Can be Cooked.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., July 9, 1914.

The Bureau of Fisheries of the Department of Commerce reports a rather small circulation so far for its pamphlet "Canned Salmon: Cheaper Than Meats and Why. Including Fifty Tested Receipts." The pamphlet is an effort to show that the people can reduce the high cost of living by eating less meat and more salmon. Here is the core of the argument:—

The cheapest food is that which supplies the nutriment at the lowest cost. One pound of canned red salmon of the best quality will cost about 16 cents. The same quantity of bone, muscle, blood and brain building material and body fuel in other foods would cost:—

| | Cents. |
|--|--------|
| Eggs, strictly fresh (at 34 cents per dozen) | 36 |
| Steak, sirloin (at 27 1/2 cents per pound) | 33 |
| Mutton, leg (at 19 cents per pound) | 32 |
| Chicken, average (at 25 cents per pound) | 21 1/2 |
| Ham, smoked (at 18 1/2 cents per pound) | 13 1/4 |
| Pink salmon, canned (at 9 cents per can) | 12 1/2 |

Ham is apparently cheaper than the other meats because it contains more fat fuel, the cheapest of nutritive ingredients, which can be supplied more cheaply by the vegetable food which should accompany the meats or fish.

All species of the Pacific coast salmons are canned, all are highly nutritious, and, so far as the canned products are concerned, they differ from one another principally in the color and relative firmness of the flesh and the proportions of fats. The chinook has an excellent flavor and generally red flesh; the sockeye, or red salmon, equals it in flavor and is always red fleshed; the coho, or medium red salmon, has an excellent flavor, but is paler in color; the humpback, or pink salmon, is still paler and its flesh softer; and the chum salmon is quite pale, soft when canned, and its flavor is inferior to any of the others.

The best grades of canned salmon are richer than meats in body-building materials and contain about the same amount of fats. Pink salmon, which is a cheaper grade, is better than meats for making flesh and bone, but has less fat. Either is as digestible as the best sirloin steak, there is no waste, and nothing has to be thrown away except the can.

There is considerable other matter in the pamphlet. The following headings will show the scope: "Magnitude of the Industry,"

of Public Safety, trying to procure an enforcement of this law since December 27, 1913. We claim that at least 90 per cent. of the violators of this law are not Americans, but foreigners, who show an utter disregard for all laws of our city and country and apparently are accorded privileges that our law-abiding citizens do not enjoy. Some time ago the Department of Safety took a list of the places in our city selling on Sunday, and if we remember correctly there were 876 stores open and doing business. Although there have been some orders issued by the Director since then, by personal observation and inquiry among our members, we believe there has been but little improvement in these conditions since. We understand that officers have made numerous reports of violators, even making purchases themselves on Sunday, but no information or prosecutions followed. We also desire to call attention to the fact that, although merchants in other lines have been granted the use of 15 inches of the sidewalk to display their goods, that the Director has notified all grocers that they could not use any space whatever, and to remove their goods at once within their buildings. Furthermore, that foreign fruit stores on our leading streets are occupying a part of the sidewalk, apparently with the knowledge and consent of the officers of this department. We ask why this discrimination, and insist that if this law be enforced, it be done impartially and with favor toward none. We also call attention to the fact that the grocer is compelled to cover or screen in glass cases, the fruit, etc., the displays, while the hucksters, and peddlers selling the same on our streets are not obliged to cover any of their wares from the dust, dirt, flies, pollution, etc., and we ask again, why this discrimination? Goods in wagons in the streets are more subject to contamination than the grocer's are in his place of business.

The one co-operative store in Washington, Pa., has gone out of business. Washington is a suburb of Pittsburg and has a large foreign population. They organized the Polish Co-operative Store Co. and a large number of the miners and employees of the tube works bought stock. The store did more than \$500 business last Saturday. It was learned Sunday that Albert Pictrzak, who had charge of the money, had left for parts unknown. When the news spread through the town all the men, women and children whose families owned stock descended upon the place and literally cleaned it out. They carried away more than \$2,000 in stock and left only the shelving.

Attorneys for Crawford & Bunce and other fruit and produce dealers in Pittsburg have filed with the Interstate Commerce Commission a protest against the increase in rates East of Pittsburg on the Pittsburg, Cincinnati, Chicago and St. Louis and the Baltimore and Ohio Railroads.

P. I. D. U.



Link Your Profits to Our Advertising DISPLAY

WRIGLEY'S SPEARMINT

Where Everyone Will See It

You'll sell several packages for each one you would sell otherwise. People will buy it *in addition* to that for which they came in. You'll make *extra* profits you otherwise wouldn't have made *at all*.

The more prominently you display it, the more benefits and profits you will get from this most widely advertised gum in the world.

Say to Your Customers:

"Have some **WRIGLEY'S SPEARMINT** it's the biggest nickel's worth you can buy. The new seal is airtight and dustproof—it keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



WITH THE EDITOR

At the annual meeting of the Housewives' League of Providence, R. I., the following was brought forward as the platform on which the women should stand in buying food:—

Some New Rules for Members of the Housewives' League.

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living and to secure further legislation, when necessary, toward that end.

Members are requested:—

To insist upon full weights and measures.

To insist upon cleanliness in the handling of food.

To protest against the exposure of all food to contamination from dirt, flies or other infection, and to refuse to purchase such food.

To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.

To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.

To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.

The "Modern Merchant and Grocery World" unhesitatingly endorses all this as being theoretically good. Of course much of it is not practical, because it sets the women tasks which they could not possibly perform by reason of ignorance of conditions. However, it does no harm to "hitch your wagon to a star," as Emerson, we believe, expresses it.

But there are a few other things that might be added to these rules, such as:—

Do not paw over and squeeze perishable fruits and vegetables, so as to hasten their decay.

Do not handle meats.

Do not insist upon quick deliveries of small articles at all hours of the day and night.

Do not insist upon the dealer giving you more than he thinks is good measure.

Do not insist upon the best of everything, like apples or tomatoes, being picked out for you. The good, bad and indifferent must be equally and fairly divided—you are entitled to some of each.

In a word, don't be unfair, don't be unreasonable, don't be swinish. Do unto the grocer as you would like him to do unto you if you were a grocer.

The average woman is the most cantankerous grocery customer imaginable, and there is no evidence as yet that joining the Housewives' League makes them any different

than they were before. The "Modern Merchant and Grocery World" suggests that in addition to its present rules of conduct for members—all of which imply some fault on the part of the grocer—they add the few suggested by this paper, the intent of which is to remedy some of the faults of the women themselves.

And now a Coffee Week. There have been Canned Goods Weeks, Oyster Weeks, Raisin Days, and Salmon Days, and the latest is

What Will Coffee Week Accomplish?

Coffee Week, which the National Coffee Roasters' Association is to exploit next October 19-24. Of course the object is to sell more coffee. Will it succeed? Perhaps, and perhaps not. The writer believes its success will be very much harder to achieve than the success of Canned Goods Week, Oyster Week, Raisin Day or Salmon Day.

The reason for that opinion is this: Every other product which has been exploited through "weeks" or "days" has been susceptible of a wider use—a use for new purposes. The woman who had been using salmon cold for supper could be taught to make croquettes of it as well. The family who used no canned goods because they thought they were unhealthful or unclean, could be educated to understand that they were neither. So with all the other products—every present user of them could be made a wider user.

But is the same thing true of coffee? It would seem not. Every man and woman in the United States knows coffee, and all those that like it drink it already—except those who abstain because they think coffee hurts them. Coffee Week will not change the latter's prejudice, because it is based on personal experience, and it cannot possibly make the others drink more coffee than they do. How then can Coffee Week increase coffee consumption? It might achieve some other results. It might for example educate some consumers to use better coffee, or it might induce some grocers, by pushing their coffee

departments, to sell coffee to consumers who before that were buying it of somebody else, but none of these things would increase the consumption of coffee.

However, it will do no harm to try, and retailers ought to do all they can to help.

The writer proposes now to respectfully suggest a plan by which any reader hereof

A Plan to Make Some Money.

can make some extra money out of salmon. In the average store salmon does not amount to one of the best sellers. The purposes for which the average family buys it are few and mostly only occasional. That is probably because consumers are ignorant of the many uses to which salmon can be put. The writer's plan is to tell them of these, with the help of the United States Government.

The Bureau of Fisheries of the Department of Commerce has issued a little book on "Canned Salmon: Cheaper Than Meats and Why, Including Fifty Tested Recipes." As told in detail in another column, its purpose is to show consumers the very many ways, outside of the few conventional ways known to the average person, in which salmon can be prepared for eating. Also to show that it is very much cheaper than meat and other foods. Undoubtedly the pamphlet is calculated to sell salmon. How it is distributed the writer does not know—the Government charges for some of its bulletins, while others are free. It is likely, however, that any reasonable number of copies of this pamphlet can be obtained free of charge.

One can easily see the possibilities of increased business from this pamphlet—special window displays, including some of the dishes described; store demonstrations of such dishes; distribution of the Government pamphlets, a copy of which could be pasted on the glass of the bulk window; special advertising matter, and so on. It can scarcely be doubted that salmon could be sold by this plan, and that many of the new customers thus obtained would stay on. As we

have said before, the air is full of chances like this to keep a store alive and increase its business. They simply need to be looked after.

We take from the Philadelphia "Ledger" of last Wednesday the following item of Camden, N. J. news:—

Louis Weisban, a grocer of Twenty-eighth street and Polk avenue, Camden, was arraigned yesterday before Recorder Stackhouse on a charge of violating the Sunday ordinance by selling goods. Policeman Harry G. Newton charged that Weisban had sold him a scrub brush and soap powder for 13 cents. Recorder Stackhouse imposed a fine of \$10 on Weisban. When the court announced the penalty Attorney H. C. Kramer, counsel for Weisban, gave notice that he would take an appeal to the Supreme Court to test the validity of the ordinance.

No doubt Weisban, when he talks about taking "an appeal to the Supreme Court," feels like a hero, but to the "Modern Merchant and Grocery World" he seems like a swinish fool. He is a fool because he refuses to realize that the man who works for his living must have at least one weekly day of rest, or he will go to pieces. There are men who can work every day in the year, and work hard, without apparently impairing their powers, but they are the rare exceptions. The average man goes to seed very quickly without weekly rest and change.

Weisban is swinish because the course he is adopting destroys other men's contentment on their day of rest, and may prevent some of them from resting at all. No man can close his store with a clear mind when his nearby competitor keeps open. Therefore Weisban is not only mean to himself, but he is mean to everybody else. And for what—13 cents' worth of powder and brush! No retail grocer in the average community can do enough on Sunday to make Sunday-selling worth the while, everything considered. The "Modern Merchant and Grocery World" is glad to see Weisban fined \$10, and we hope he will lose his appeal in the Supreme Court.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Dover, N. J.

"I Don't Care."—Don't you? And why don't you care?

Is it because you have a grudge? Do you mean to say that you can accept your envelope Saturday night with a clear conscience and feel that you don't care who steals stuff or who wastes stuff, who deliberately knocks the store and who persistently "does up the boss"? Wrong! Doubly, deadly wrong, sir, to allow any crooked proceeding to pass with the "I don't care" feeling. Likely the "grudge" is imaginary, but even so act the man and under no circumstances permit, without your private or open rebuke, any person to take advantage of the man who thinks enough of you to place you back of that counter and who puts bread and butter on your plate. Shame on the fellow who says "I don't care."

Importance of Cleanliness.—In the modern food store the entire surroundings must be clean. The counter, the

goods displayed on the counter. The scales. The shelf goods, and maybe most important of all, you yourself. To approach a customer with the expectation of selling goods a man's finger nails, hands and store frock ought to be clean. Not necessarily that your hands or your clothing are coming in direct contact with the articles sold, but the wholesome impression that personal cleanliness makes is most valuable.

A woman instinctively shuns the unshaven, unwashed, unlaundered man. It is a curious thing that the average salesman is apt to grudge 50 or 75 cents a week for a laundry bill that really proves a most important asset in his business life.

Respectful Distance.—Familiarity with a customer while you are back of that counter is bad business. Makes no difference how intimate your social terms may be. While your manner in such cases should be easy, your dis-

tance should be respectful. The parlor conversation is out of place in the store. Women, and especially girls, who are untrained in business, do not always fully realize this. You should.

Shoving Things Away.—Let daylight into your stock. No dark mysterious corners should be brought to light at stock taking nor inspection times. Out with everything. Pity the man that works contentedly back of a counter while at his feet lies a conglomeration of dirt, soiled labels, broken packages and disorder enough to give a system man the jumps.

Add Twice.—Let no checker find your addition wrong. Nor your extensions wrong. Add twice. First from the bottom to top. Then from top to bottom. Error in addition, in no matter whose favor, cheapens a fellow. It makes you feel like the foot of the class.

It Is a Small Matter.—Never mind, see it through. What difference does it make to you even though it may be boys' work. You—you and you only—are asked to do it. There's a bigger thing for you later. But that little thing now with a whole heart. Let me tell you something. The failures to carry out these simple orders by young men, many, many times lies their failure of advancement. The big men of to-day have their eyes on the man that is doing the small things well. No mat-

ter if it's washing scoops. No matter if it's cleaning scales or carrying a bundle across the street—do these things not only cheerfully, but with as much thoroughness and earnestness as though they were an important part of your success—which they are.

"Growing Big."—Every one of you men back of the counter that has any red blood in his veins wants to grow big. Bigger mentally, bigger intellectually, bigger socially. Every little thing you attempt to do that is higher than the thing you have been doing is a step in bigness. Every time you balk and say, "What's the use," you're cutting off just so much energy to attain this bigness. We grow by doing.

Saturday Morning.—The man that hasn't his stock in shipshape opening time Saturday morning is not in love with that stock. There's no two ways about it, Friday night is the time to do it, and if you grudge an hour or two after hours to do that work, it is a sure indication that your interests aren't where they belong. To be proud of your store is to have it in shape at busy hours.

To be indifferent to it is to go backward.

Advance of pay nor advance of position doesn't come to such a man.

For remember—we do our own advancing. The boss doesn't do it. He only indorses it.

37—You should push nationally advertised goods to the front because selling them saves your breath and your time.

☞ Talking takes time and consumes energy. Goods that everybody knows of need no talking—you save breath, you save time, you save energy by selling them. As labor saving devices there is nothing like nationally advertised goods.

☞ The merchant who starts to sell an unknown brand to people who never heard of it, but who *have* heard of a nationally advertised brand, is in for a talk fest which before it is finished will take energy from him that he needs for something else. The only remedy is to sell nationally advertised goods that need no talking.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knor's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Crisp Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XXIV.—What Coffees to Buy to Sell at Various Popular Prices.

By WILLIAM B. HARRIS.

It is a difficult matter to state definitely as to the exact cost of the different coffees or blends of coffees that the retail dealer should carry in his coffee department. There are a number of points to be considered in connection therewith, as for instance, the freight charge to destination and the package that the dealer proposes to use. This all adds to the flat cost of the bulk coffee. It is possible, however, to arrive at an approximate cost, and the dealer can then figure above or below this point as he may desire.

There are on the market certain low grade coated and water-soaked coffees that are sold to the dealer at a very close margin of profit. These coffees are made up for a price. They have no merit, and it would be far better for the trade as a whole if they could be eliminated entirely.

The lowest priced coffee on today's market that is at all satisfactory is a Rio that can be sold at 17 to 18 cents and should cost the dealer about 12½ cents roasted.

The 20-cent brand is either figured with a Rio costing in the neighborhood of 14 cents roasted, or Santos at a cost of about 16 cents roasted.

The 25-cent brand can be made up of a combination of Bogota and Santos costing between 18 and 19 cents, or in certain sections where a different flavor is desired, the combination could be Maracaibo and Santos, at a cost of between 17 and 18 cents.

The 30-cent brand is best figured with combinations of Bogota and Bourbon Santos at a cost ranging between 19 and 21 cents.

The 35-cent brand can be secured from combinations of Bogota and Guatemala, or combinations of Bogota and Mexican, at a cost of from

24 to 25 cents. From this grade of coffee it is better to eliminate Santos, although a percentage of fine old crop Santos can be used to good advantage both in the 30 and 35-cent brands of coffee.

A 40-cent brand gives us a wider range of combination. Particularly satisfactory blends are found in combinations of Padang, Bogota and Guatemala, or Padang, Bogota and Mexican, or Padang, Bogota and Mocha, at a cost ranging from

26 to 28 cents. It is also possible at this price to carry a brand of genuine Java and Mocha at a cost of approximately 28 cents.

Blends of coffee ranging in price from 45 to 50 cents have only a limited demand, particularly here in the East. On the Pacific Coast a number of blends are sold at this figure, and some of them command a price of even 60 cents. Of course many of these are advertised package brands and include an additional cost for the container. Where there is the demand for a coffee selling at from 45 to 50 cents, the dealer can secure a blend of Mandhling coffee, from Sumatra, which is probably the highest type of coffee produced in the Dutch East Indies, and genuine Arabian Mocha, costing between 32 and 35 cents.

Retail dealers of course have very different ideas as to what their percentage of profit should be in connection with their various grades of coffee, but the above figures will be found to be an average from which definite results can be worked out.

The New York Letter

Health Board after Dirty Stores. Plans for Coming State Convention. Housewives' League Co-operative Store Fails. Newark Retailers Talk Buying Exchange. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, July 9, 1914.

The Board of Health has been taking more and more interest in the way in which food is protected in stores and restaurants from contamination by flies, dust and human handling. The investigations made by the board's inspectors are said to have revealed the information that necessary precautions and ordinary rules of cleanliness are ignored to a great extent.

Rules which the board have adopted from time to time have been getting more and more stringent. In the last week the board has promulgated new rules that contain more specific requirements than ever before. It is also announced that the board will see to it that the rules are strictly enforced. In fact, there have already been several arrests for violations, so that it will be advisable for every storekeeper selling any kind of food to comply most carefully with the new regulations.

As to groceries, the new regulations provide that all foodstuffs must be protected by a fly-proof and dust-proof wrapper, or they must be protected by a covering or cases of glass, metal, wood or close mesh wire screening, which will shut out flies and other sources of contamination.

It is provided in general that no kind of food, except fruits and vegetables that are peeled, pared or cooked before consumption, shall be kept, sold or offered for sale, or be displayed or transported, unless protected from flies, dirt, dust and other contamination. The word "food" is construed in the regulations to mean every article of food and every beverage used by man. All kinds of confectionery are included.

Special regulations are provided for keeping meats in markets and bread and cakes in bakeries under suitable coverings.

It will be noted that the regulations are especially broad in covering all cases in which the food is kept, displayed or transported. It will not be necessary to prove that the food is actually sold in order to get a conviction. If the inspectors of the Health Board enter a store and find food uncovered, that is sufficient evidence that the law is violated.

This feature will, of course, make it much easier for the inspectors to get convictions. As they are going about all parts of the city constantly, sometimes in the guise of women living in the neighborhood, the danger to the storekeepers who neglect any of these precautions are obvious.

Already there has been an increase in

the business of companies selling covered cases, glass counter cases and similar supplies. The marketmen have been among the largest buyers of such supplies, as the board has been after them for some time to keep meats under cover. Smoked meats, with a permanent covering, are not affected by the new regulations.

One of the arrests this week was of a dealer who left his bread uncovered on a counter. In former times this was common enough, but it is not now allowed.

The co-operative store started at Flushing, a suburb of New York, a year or so ago by the Housewives' League of that town, has closed its doors and one of the local jobbers is taking back the stock. Assets are placed at \$600 and the liabilities are said to be about \$2,500.

This is the latest addition to the long list of co-operative stores that have been started in this city and vicinity in the last two or three years and have failed to make the success that was expected and confidently predicted in each and every instance. The stores are always started with considerable noise and many promises, usually with lovely articles in the newspapers about all that the store will do to cut down the cost of living, but the end usually comes quietly. The daily newspapers scarcely mention the closing of such stores. The newspapers are only interested in the opening of the enterprises, because there is the opportunity to tell of the great profits made by grocers and middlemen which the new enterprise is to eliminate. It is always promised, too, that the new store is only the beginning and that after it is well started the idea will spread to other communities, so that there will be similar stores everywhere and living will be again as cheap as in the good old days.

The stores of this kind do not spread out, however, but on the contrary have a brief and troubled career and the end is written in the books, if not in the newspapers.

The explanation given in the trade is that the co-operative stores find that the work which the middlemen and grocers do is not to be eliminated. The public demands just such services in the delivery and distribution of food. The co-operative store cannot do the work as efficiently and as economically as is done in the regular trade.

Another phase of the situation is that because of the howl about the cost of living, the professional promoter has turned his attention to the grocery business to an extent that was not formerly known. He has organized a lot of companies, co-operative and otherwise. As he is a promoter and has no training in the grocery business, many of his enterprises have come to grief. There are quite a number of promoters who have been active in such ways.

In some instances the promoters have made some money in getting a business started, but nobody else has done so. Most of the other people connected with the enterprise have been losers. The Flushing store was not of this kind, however, as it was undoubtedly started by a number of housewives and other

with the best of intentions, but without a proper knowledge of the problems which they were facing.

A proposition has been started to form a new buying exchange among the retail grocers of Newark, N. J. A meeting was held recently in the rooms of the Newark Board of Trade, at which about 25 retailers agreed to subscribe \$200 each to the capital stock of such an exchange, to be known as the Newark Wholesale Grocery Co.

Henry L. Gotham, of Brooklyn, prepared the plans and is expected to be the manager. He has enjoyed wide experience, it is stated in the furniture business, wholesale and manufacturing.

It is announced here that the Kellogg Toasted Corn Flakes Co. is to develop the market for certain of its products in Canada. It will not sell corn flakes there, however, as the rights to that product in Canada are in the hands of a Canadian company of the same name.

W. S. Weir, formerly a merchandise broker in Detroit, Mich., has been appointed Canadian manager of the Battle Creek company and will open offices in Toronto. Among the products to be pushed in Canada are Krumble biscuits and Drinkit, the cereal coffee product.

Schedules have been filed this week in the assignment of Frank Crawford, Inc., wholesale dealer in butter and eggs at 15 Harrison street. Liabilities are \$40,941; nominal assets, \$27,178; actual assets, \$7,416.

The Marmor & Boral Bros., Inc., receivers of butter and eggs, at 190½ Duane street, made an assignment this week to J. L. Honigman. Liabilities are said to be about \$8,000 and assets \$3,500. The company was incorporated in October last with a capital stock of \$5,000.

A provision merchant in Brooklyn advertised that he had received from the Board of Health the first prize for "the cleanest establishment in the city and for the purest food products used."

Other provision merchants have called the advertisement to the attention of the District Attorney, who is investigating the facts. It is said that the advertiser will be prosecuted under the new law against false advertising.

The officials of the Board of Health say that they have not given the advertiser any prize and have not authorized any such advertising, so that it is false in its statements and tends to mislead the public.

SUMMARIZED MARKET CONDITIONS.

Spot coffee is quiet, with no developments of importance. Orders are mainly for current requirements and it is apparent that the country is not at all disposed to anticipate its needs. Prices are steady. Mild grades are about as quiet as Brazils, with buying in small lots and prices steady. A sale of Santos 4s is reported to have been made at 11.40 cents. Rio 7s are quoted at 8.40 to 8.60 cents.

Teas are selling in a routine way, but the total volume of business seems



Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

to be sufficient to give encouragement to the trade. Increased interest is showed by the country buyers, although they are not at present buying beyond requirements.

Refiners report an increased demand for sugar. This is due to the increased consumption in various ways because of the summer season. All of the refiners quote 4.30 cents for standard granulated.

Distributors are buying rice in fair quantities and prices are well sustained. Spot supplies of Honduras and Japan are said to be small.

A fair degree of activity in spices is reported. The trading is mostly in small lots. The tone of the market is firm. It is said that the dealers throughout the country have only light supplies.

All grades of molasses are steady, but the demand is light, as usual at this time of the year.

Jobbers are buying canned vegetables as rule only in a hand-to-mouth way. The prices are generally steady, however, showing a strong undertone to the market. Little attention is given lo-

cally to canned tomatoes, but it is said that the interior is buying more actively. The packers are unwilling to shade 72½ cents for Maryland No. 3s, f. o. b. Baltimore. Any sales under this price are said to be of supplies below the full standard. The general quotation of No. 2s, packers' label stock, is 55 cents, although there have been some sales at 52½ cents on the spot. There is considerable inquiry for standard peas, but buyers are not usually willing to pay the prices that are asked. There are some goods held out to be standard that may be had at 65 cents, but it is said that peas, really up to standard, Southern packing, are not to be had for less than 70 cents. Medium and finer grades get little attention. The distributors believe that there will be big crops and that buying can be done to advantage a little later. Spot supplies of standard corn are moving slowly and holders are inclined to give slight concessions. On Southern corn, Maine style, the nominal price is 57½ cents and State corn is

(Continued on page 18.)

Written for the "Modern Merchant and Grocery World."

Harvard College Will Tell Grocers How to Find Costs.

Through Its Bureau of Business Research, University Begins Exhaustive Investigation Into the Condition of Retail Grocery Business. Preparing a System of Accounts for Grocers Which Will be Published When Complete.

As a result of preliminary study, the Graduate School of Business Administration, Harvard University, has undertaken through its Bureau of Business Research, a thorough-going, country-wide study of the retail grocery trade. It has been found that some grocers do not know what it costs them to do business. Others fail to realize that they are losing money. A still larger number have inadequate stock-keeping systems, or none at all. For these reasons, amongst others, the death rate in the retail grocery trade, as shown by the number of failures, is higher than in any other line of retail trade. In 1913, the 2,774 failures in the grocery trade in the United States constituted 25 per cent. of the total number of commercial failures. These failures seldom help competitors, and in the long run they are a burden to the consumer. Obviously a more fertile field for business research could not have been chosen.

This study of the grocery trade will be carried on in co-operation with the retailers themselves and will parallel the University's well-

known study of the retail shoe trade. Detailed figures, on a uniform system of accounting, will be collected, in strictest confidence, from grocers in all parts of the country. The accounting system will enable the retailer to learn where he stands. The normal standards, established through the collecting and summarizing of these figures, will show the grocer where he ought to stand. There will also be an exhaustive inquiry into stock-keeping systems and other special problems of the grocery trade. As a non-competing and trusted third party, the University has a particularly strategic position for conducting such a co-operative study. The Harvard Graduate School of Business Administration will utilize this information for the scientific teaching of business.

More failures occur in the retail grocery trade than in any other line of retail trade. One-fourth of all commercial failures during 1913 were in retail groceries. Because of this remarkable "death rate" among grocers, and the startling evidence of bad business methods it has already come across, the Busi-

ness Research Bureau has begun this systematic study of the retail grocery trade in co-operation with the grocers themselves, similar to what it has done so successfully for the retail shoe trade. In this the Bureau has established a uniform system of accounting, which has been adopted by hundreds of retail shoe dealers, including some of the largest firms in the country. They make regular, confidential reports to the Bureau of their figures under about twenty headings of expense and profit, and the retail shoe trade has thus far for the first time been put on a scientific, comparative basis. Many economies, and a decided increase in the efficiency of capital invested, have resulted. This study is now being extended to the marketing of shoes by wholesalers and manufacturers.

Need and opportunity for similar work in the grocery trade was disclosed by some preliminary work done by instructors and second-year students in the Harvard School of Business Administration. One of these students, given access to the books of an apparently prosperous concern, found that the business

was being run at a loss—unknown to the proprietor, who had to be "shown," but was finally convinced that he hadn't known what his business was doing. The same student devised for another firm a stock-keeping system that has been in successful operation for some months.

To train students, but mainly to get material for teaching in the Harvard Graduate School of Business Administration, is the purpose of these studies. It is a remarkable circumstance that the facts of retail business are not known widely and accurately enough to give a basis for scientific instruction. In the grocery trade, for instance, as in the shoe trade, the importance of stock-keeping and rapid turns of stock has not been fully recognized, because accounting methods were inefficient. The notable success of chain-store systems is due to these two things, and the Harvard Business Bureau is now putting these and other better methods into retail trade. MELVIN T. COPELAND,

In charge of Grocery Research Bureau of Harvard University. Cambridge, Mass., July 8, 1914.

A New Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Like the Flow of A Mighty River



Is the steady, increasing demand for

Grape-Nuts

Every day our heavy, continuous advertising is working for you, Mr. Grocer—making new customers. The quality of Grape-Nuts keeps them coming back.

**Steady demand—
Good profit—
Sale guaranteed!**

The broad, liberal policy back of Grape-Nuts deserves your co-operation and selling attention.

“There’s a Reason”

Postum Cereal Co., Ltd., Battle Creek, Mich.

THE GROCERY MARKETS

Tea.

No change has occurred in the tea market during the past week, with the exception of a few unimportant fluctuations in certain grades of old teas, due to scarcity. New teas are coming forward and are moving out. All teas appear to be higher this year than last.

Coffee.

The coffee market is dull. Everybody seems to lack confidence in the situation and to be holding off, awaiting the new crop coffees, which will be available in a few weeks. The market has a somewhat easier undertone, and the chance is that a good order could obtain a slight concession. The best demand is for good roasting grades of Santos. Mild coffees are also wanted to some extent at unchanged prices. Java and Mocha unchanged and quiet.

Sugar.

Refined sugar is exactly where it was a week ago, all refiners being on a uniform basis of 4.30 cents for granulated. The raw market has developed a slight weakness during the week on account of an indisposition on refiners' part to buy. The consumptive demand for sugar is good, however, and indications are not for any material decline in refined.

Syrup and Molasses.

On account of the weakness in corn, glucose declined to points during the week. Compound syrup in bulk declined about an equal fraction. Tinned syrups are unchanged and in light demand. Sugar syrup and molasses are seasonably dull at unchanged prices.

Fish.

Prices on late-caught Norway mackerel have not yet been named and probably will not be for several weeks. Early caught mackerel are offered, however, at prices which a good part of the trade consider too high. The demand is not large. Irish mackerel are in fair demand at moderate prices. Not for several years has the supply of shore mackerel been so good and the price so low. Fishing this year has been much better than for a long time and the fish are freely offered at relatively low prices. Cod, hake and haddock are unchanged and dull. The fishing so far has been quite good. Salmon of all grades unchanged and in fair demand. Domestic sardines are about where they were a week ago, the catch being fair; prices unchanged. New pack, imported sardines are beginning to appear, although new French prices will not be named for some little time. Prices on Norwegian smoked sardines, however, have been named by some packers on a basis of about 90 cents above last year.

Canned Goods.

Spot tomatoes are a trifle higher than a week ago, and it looks as if the market would remain steady to firm during the balance of the season. Probably the

advance amounts to about $2\frac{1}{2}$ cents. No. 2s are especially firm. The rains in the producing sections have improved crop prospects materially, and packers are easier in their minds. The demand for futures is light, and prices unchanged. The outlook for peas is now better than it was some time ago, but it is entirely impossible to give figures with any accuracy. New pack peas are selling freely at low prices, as compared with last year. Corn is unchanged and quiet. Apples show no change for the week and in light demand. California canned goods, meaning futures, are considerably demoralized, owing to the secret discounts which are being given by almost all packers. It is said that some orders have been taken this year at below the cost of production. Small Eastern canned goods are unchanged and moderately active, string beans being particularly scarce and firm.

Dried Fruits.

Spot prunes are neglected at unchanged prices. Futures are also unchanged, price being fairly well held. Nobody is particularly interested in future prunes. New apricots have advanced about $\frac{1}{2}$ cent during the week, but the trade is not especially interested. Peaches are very cheap, and considering this, it is remarkable how dull they are. There is no indication of any special advance. Holders of raisins have named prices on old goods for delivery within the next two months on a basis of $\frac{1}{2}$ cent below the regular price. The trade are not interested, because independent packers have cut the price on these goods 1 cent. Currants and other dried fruits are quiet and unchanged.

Beans and Peas.

Pea beans are unchanged from a week ago; the demand fair. Marrows have declined and are now quiet at \$3 in a large way. California limas are dull and unchanged. Green and Scotch peas quiet at unchanged prices.

Butter.

The receipts of butter are about normal for the season, and the quality is fully up to the standard, as conditions have been very favorable to the making of good butter. The market is healthy on the present basis, and the consumptive demand is reported better than a year ago. The situation is not likely to change materially unless the weather becomes hot and the quality deteriorates.

Eggs.

The egg market is firm. Prices are unchanged from a week ago, and arrivals show a much better quality. The percentage of poor eggs is not so great as it was some time ago, and the entire market is very healthy and steady.

Cheese.

The consumptive demand for cheese is very good, and the market is active. The make is fully up to the standard,

both as to quality and quantity, and the general situation is firm. If there is any change it will probably be a slight advance.

Provisions.

All cuts of smoked meats are steady and unchanged and in good consumptive demand. A good demand is also noted for pure and compound lard, both grades showing an advance of about $\frac{1}{8}$ cent. Dried beef, canned meats and barreled pork are all steady to firm, and all show a slight advance over a week ago.

INDIVIDUAL MARKET REPORTS.

Spices.

The market is fairly active, though there are few changes to report either here or in foreign markets. The tone, however, is firm and supplies are small. Any great increase in demand will have a tendency to advance prices.

Peppers.—The market is quite steady and slightly firmer. White peppers are in active demand, especially for the grinding trade. All grades are in small supply here.

Red Peppers.—In better demand. Supplies are exceedingly short, especially Mombassas and Japans. Prices are likely to go much higher between now and early August.

Nutmegs.—In active demand at generally unchanged prices.

Cloves.—Quite steady and in fair demand. Prices are firm and hardly likely to advance.

Pimento (Allspice).—Unchanged. Still selling at unusually low prices, which, in our opinion, are safe.

Cassias.—The demand has been more active during the week. Prices, however, are practically unchanged.

Gingers.—Neglected and without change. Present prices are safe.

Green Ginger Root.—Arrivals are quickly bought up. The article is firm and will be higher this summer.

Paprikas.—Without change. The trade demand is routine in character.

McCORMICK & Co.

Baltimore. Md.

Imported Fish Specialties.

Imported Oil Sardines.—Cables from our agents in France report that there is some little fishing going on, but the fish caught are all very large, and not suitable for the American trade. It is hoped that the fishing will be fairly successful this season. No fishing so far in Portugal, but to-day's cable reports that there is some fishing in sight, and we hope to soon have further cables advising that the fishing has started. Portuguese sardines are badly needed here, as the stocks are very much depleted. In Norway they are catching some sardines daily. The quality of the fish is very satisfactory, but the fishing on the whole is very poor as yet, but there is still hope, as the principal fishing season is now at hand. The quality of the lots of Norway sardines

UNION LEAGUE GINGER ALE

A NEW HIGH-CLASS REAL GINGER ALE MADE WITH ONLY PUREST INGREDIENTS AND BOTTLED UNDER STRICTLY SANITARY CONDITIONS



Bottled and Guaranteed by

SUNBEAM WATER COMPANY
1937 Market Street
PHILADELPHIA



How Can You Lose?

☞ Not a year goes by but you make some losses on some cereals, but how much loss do you make on **Wheatena**? We guarantee it whether it's in the jobber's hands, on your hands, or your customer's hands. **Wheatena** is by far the safest cereal to sell. The regular demand for it takes it off your shelves quickly to begin with, and the stock keeps fresh and new.

☞ But all the same we guarantee it anyway.

☞ The hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

lines which we have received so far proved very satisfactory indeed. The demand for sardines in general is very good, and the sardine business could be called exceptionally good at the present time if there were stocks here to supply the demand.

Our agents in Norway report that the cod fisheries may now be considered as closed. Total results of Norway cod fisheries this season are as follows:—

1912—80.8 mill pieces, hereof prepared for stockfish 17.2 mill pieces.

1913—74.8 mill pieces, hereof prepared for stockfish 17.5 mill pieces.

1912—99.2 mill pieces, hereof prepared for stockfish 36.4 mill pieces.

1911—64.4 mill pieces, hereof prepared for stockfish 25.2 mill pieces.

Of split stockfish, there has been prepared in Norway this season 1,309,200 kilos, against 1,578,500 kilos in 1913, against 2,861,000 kilos in 1912. This shows quite a considerable shortage. Last year at the beginning of the season there were large quantities of old fish remaining in Norway. Consequently prices surely will not be lower than last season. On the contrary, we may have to figure with higher prices this coming season.

STROHMEYER & ARPE Co.
New York.

MARKET NOTES.

Georgia peaches are coming regularly forward at \$1.50 to \$2.25. There are a few Jerseys at 50 to 75 cents, but they are poor. Most sections report a good peach crop this year.

California cantaloupes are slightly higher—\$2.50 instead of \$2. The quality is good. Cantaloupes from Florida, South Carolina and North Carolina range from \$1 to \$2.

Watermelons are coming from South Carolina, Georgia and Florida and range from 15 to 25 cents. The demand is good.

Raspberries are plenty and cheap—canners are paying 3 cents and the jobbing range is 3 to 6 cents. Blackberries are going to the canners at 5 cents and jobbing prices are up to 8 cents. Near-by huckleberries range from 9 to 11 cents and North Carolina 10 to 12 cents.

New Jersey corn averages 90 cents. Southern corn is scarce and poor.

Lima beans from North Carolina and South Carolina range from \$2 to \$2.75. The quality is only fair.

Jersey eggplants are in and bring \$1.50 per basket.

Jersey cucumbers are worth \$1 per basket and are selling well.

Delaware apples are in and range from 50 cents to \$1.25 per bushel. Jersey apples are also available and command \$1.25 to \$1.50 per truck basket.

Potatoes are high—\$1.10 per basket; they were 85 cents.

Tomatoes are plentiful, Jersey having begun to ship in large quantities at 90 cents to \$1.50. Mississippi tomatoes range from 25 to 50 cents. Floridas are cheap—50 cents to \$1 per crate.

**Your Customers Know
Franklin Carton Sugar
As Soon As They See It**

EXTRA FINE
2 LBS. NET WEIGHT
**FRANKLIN
GRANULATED
SUGAR**
Standard of Purity.
REFINED FOR
THE FRANKLIN
SUGAR REFINING CO.
PHILADELPHIA.

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Dimes and Dollars for Our Dealers

RED SEAL LYE is a fast seller that turns a steady stream of dimes into the grocers' cash register. Why? Because of our persistent advertising to the consumer. How are *your* sales? If they're not lively enough write us and we'll co-operate with you to increase them.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia



WHAT TO TELL CUSTOMERS

"We sell ten cans of RED SEAL LYE to one can of any other kind. It's stronger; it's more convenient to use. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE NEW YORK LETTER

(Continued from page 14.)

held at 65 to 70 cents. Fancy corn on the spot is in small compass and firm. String beans are in only moderate demand, but prices are strong.

Spot canned fruit is quiet, but stock are said to be closely cleaned up, and the market is firm, especially on the more popular brands. On the 1914 pack of California canned fruits the representatives of the packers seem quite well satisfied with the business already booked, and some of them report that the total volume of sales is larger than at this time a year ago.

There is only a slow movement in future dried fruits. Buyers are paying a little more attention, however, to forward shipments, but are seeking concessions of a half cent or so from the quoted prices. On October shipment of the new crop of Santa Clara Valley prunes the packers are not inclined to offer anything at less than 5½ cents f. o. b., for No. 4 size bulk basis, the assortments covering 40s to 60s. It is said that some packers have offered equal quantities of 30s and 40s at 5½ cents, f. o. b. shipping point, but even such offers, if made, have not attracted much business. There is no demand for forward shipment of sizes under 60s. There is some demand for spot choice peaches, but buyers are paying little attention to the new crop for forward shipment. Apricots are dull, both on the spot and future. Spot seeded raisins are in limited supply and firm. There is little doing in future raising since the packers agreed not to allow extra discounts. Currents are steady.

Both mills and buyers are showing a cautious policy in the flour trade. Buyers are wondering if the present prices really represent the bottom level. The mills are said to be working mostly on export business and for their local trade. So buyers think that possibly there may be more pressure of supply later. Bids have been made at \$3.75 for fair lines of Kansas straights and it is said that none of the mills have been willing to accept such bids.

Butter is moving quite well and the grades are firm. The extras are quoted at 26¾ to 27 cents. The best lots of firsts sell at 25½ to 26 cents, but some very good lots have been sold for as low as 24½ cents. There is not much demand for seconds and prices are irregular, ranging from 22 to 24 cents. Process is selling only in a routine way for regular trade, the best grades selling at 20½ to 22½ cents.

Eggs are irregular. There is a scarcity of really fine grade eggs and much complaint about the quality of the arrivals. So, on most of the eggs that are shown, trade is quiet. Few of the candled and graded lots from northern sections bring more than 21 to 22 cents and many lots have to go at 18 to 20 cents. The great bulk of the supply consisting of ungraded or slightly assorted eggs, sell from 16 to 20 cents with a large proportion at 17 to 19 cents. Nearby eggs are fairly steady, with range up to 25 to 29 cents for fancy white hennerly eggs.

FRED. A. MCGILL.

TELL YOUR CUSTOMERS



**HEAD CHEF
AT
WHITE
HOUSE
RECOMMENDS
DELICO**

A red-hot, ten-cent seller that is sure to please your customers because of its PURITY and QUALITY. A new idea! Two assorted pure fruit flavors in each package, the box making double the quantity of any other jelly powder. Your customers can have two flavors at one meal, or one flavor one day and another next day. Get the sales started, because they repeat fast and DELICO pays you a *real* profit!

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

**The Diamond Gelatine Company
NEW YORK**



WHAT TO TELL CUSTOMERS

"DELICO is a DOUBLE DESSERT—two pure fruit flavors in each package. It's the same as two ten-cent packages for the price of one."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

There's a Reason

WHY THOUSANDS
OF PEOPLE USE

Grape-Nuts

The brain worker needs a brain food. The physical worker needs a strengthening food. In Grape-Nuts we have the necessary properties for both.

Made from whole wheat and barley, especially prepared for quick and easy digestion it furnishes the nourishment and power necessary for the strenuous life of to-day.

Submitted by George W. Kappelt
Erie, Pa.

A Plea for Your Wife

If not for economy or even for health's sake, at least for the sake of your wife, don't demand a more generous, hot cooked dinner on Sundays than on other days. When the wife and mother has to prepare the Sunday dinner, it ought to be a simpler meal than usual, not a richer one.

Rather than oblige the good housewife to spend several hours on what should be her day of rest, in preparing an elaborate hot meal while the men are taking it easy, why not depend on raw fruit, salads and some healthful cereal food like

Grape-Nuts

Which you know all about

And when there is no servant, let husbands, brothers and sons be gallant enough to help set the table and wash up afterwards.

Submitted by Oliver Sheppard
Penn Yan, N. Y.

STOP! LOOK! BUY!

GRAPE-NUTS

The ideal health builder for men, women and children.

Sold by all up-to-date grocers.

Submitted by P. E. Nagle, Columbia, Pa.

GRAPE-NUTS

Sounds good and is good. It is a cereal compound containing all the nutritive elements of wheat and barley, thoroughly cooked by scientific baking.

Used as a breakfast food, with good, rich cream, it is both delicious and satisfying.

Easily digested, it leaves none of that ill feeling from eating greasy foods.

An ideal food for growing children. Can be made into tasty salads and puddings.

GRAPE-NUTS is an economical food; four heaping teaspoonfuls is sufficient for the cereal part of a meal for one person.

May we send you a package with your next order?

Submitted by J. S. Beahan, Clearfield, Pa.

"Get Aboard for Wellville"

Thousands are taking advantage of the opportunity.

The only ticket or pass you need is a package of

Grape-Nuts

The only rules or regulations you have to observe are the ordinary health rules, and you are sure to arrive at your destination.

GRAPE-NUTS are sold everywhere. Used anywhere. Get them of us. Fifteen cents a package.

LINEWEAVER BROS.,
"The Sta-Kleen Store."

Submitted by Lineweaver Bros., Harrisonburg, Va.

EVERYONE SHOULD EAT

GRAPE-NUTS

The Food That Builds Brains and Nerves.

Everybody knows that they must have strong, healthy brains and nerves to have a healthy body. If eaten regularly GRAPE-NUTS will make a strong healthy body by building healthy, strong brains and nerves, without taxing the strength of nor overloading the weakest digestive organs.

This easily digested nourishing brain and nerve food contains the natural elements of wheat and barley (with salt and yeast added). It needs no further cooking, as it has been thoroughly cooked by scientific baking.

GRAPE-NUTS are easily and quickly prepared into the most delicious nourishing salads, puddings, desserts, babies' food and many other wholesome, economical dishes.

Sold in atmosphere proof boxes at all groceries.

Submitted by W. J. Haeberlein, 939 Broadway, Camden, N. J.

GRAPE-NUTS

A TASTY combination of wheat and barley. A nutty flavor, peculiar to itself, makes it different from all other cereal food. It tastes good.

AN ECONOMICAL breakfast food, as the ordinary person will eat only four heaping teaspoonfuls. It is a concentrated food.

A WHOLESOME food product, as its very nature requires thorough mastication, that preventive of all digestive ills. It is what you need.

BE YOUR BEST friend and take home a package to-day.

Submitted by A. L. Jackson, of M. L. Jackson & Son, Hammonton, N. J.

The Secret of Good Health is

WHAT YOU EAT AND HOW YOU EAT IT

The article of food should contain all the natural nutritive elements of the ingredients used in its composition, and it should be thoroughly chewed in order to be mixed with the saliva.

Grape-Nuts

is a food that fills all these requirements.

THAT'S THE REASON.

For Sale by All Grocers.

Submitted by George Stevens, Towanda, Pa.

Grape-Nuts

The easily digested, nourishing food.

GRAPE-NUTS are not merely a dessert, but a wholesome, healthful, nutritious food that builds both brain and nerves.

The most nourishing parts of the best wheat and barley (with salt and yeast added) are scientifically blended and thoroughly cooked by baking into delicious, crisp, brown nuggets of nourishment.

GRAPE-NUTS are easily digested, need no further cooking and are invigorating to every person, young or old, sick or well, strong or feeble.

Wholesome, tempting desserts, puddings, salads, babies' food and numerous other nourishing dishes are quickly, easily and economically prepared from GRAPE-NUTS.

GRAPE-NUTS are packed in sealed boxes, wrapped in waxed paper as an added protection, and are sold by all grocers.

Submitted by W. J. Haeberlein, 939 Broadway, Camden, N. J.

JOIN THE ARMY

Of enthusiastic users of the wonderful food is called

Grape-Nuts

if you wish to be healthier and happier.

We recommend it, we sell it, we use it. Fifteen cents a package.

LINEWEAVER BROS.,
"The Sta-Kleen Store."

Submitted by Lineweaver Bros., Harrisonburg, Va.

"THERE'S A REASON"

Many Have Found It. Have You?

Here's food for thought:—

You have a reason for eating—certainly. But did you ever find a food to thoroughly satisfy that reason—particularly a breakfast food? Your reason tells you to start the day with new vigor and nourishment. Your mind, as well as body, demands it. The well-nourished, healthy body means mental vigor and activity. Your want a food that will produce this well-balanced condition.

GRAPE-NUTS Will Do It

Composed of the natural nutritive elements of wheat and barley, nature's two greatest food products, thoroughly cooked by scientific baking, it offers you a tasty food, ready in an instant, and economical, as a small amount contains much nourishment.

There are many cereal foods, but GRAPE-NUTS is the food with a reason. It's a reason that you feel—one that comes from the regular use of GRAPE-NUTS. The GRAPE-NUTS habit leads you along the road to Wellville—lands you there and makes you a permanent resident.

Ask for GRAPE-NUTS and find the reason at all grocers.

Submitted by Fred. Jaep, care John Jamison, 3 and 5 S. Water St., Philadelphia, Pa.

GRAPE-NUTS

Happy thought. And so easy. Why not serve GRAPE-NUTS for breakfast. The food that builds for mental as well as physical. For sale by all first-class grocers.

A certain grocer was asked by one of his customers how many kinds of cereals he kept.

"Why we have hundreds of them," answered the grocer.

"Then tell me how many you sell."

Smilingly, the grocer answered, "Only one."

"What is that?"

"That is GRAPE-NUTS."

Try a package for your breakfast. It is sure to please.

"THERE'S A REASON."

Manufactured by Postum Cereal Co.
Battle Creek, Mich.

Submitted by J. B. Smith, Manager Mann Bros. Grocery Department, New Brunswick, N. J.

If you're healthy you're wealthy. Good health is far better than riches. In order to enjoy good health, your body must be nourished by the right kind of foods.

Grape-Nuts

is the best body-builder to-day.

Why?

Because it is made from whole wheat and barley, and they are known to science as the best tissue and brain foods.

GRAPE-NUTS served with cream or milk and sugar is delicious. No cooking—just serve from the package.

There's a Reason for Grape-Nuts

Sold by All First-Class Grocers.

Submitted by Solomon Mann, 921 W. Third St., Plainfield, N. J.

Dry Goods—Notions—Knit Wear

Cape Craze Not so Pronounced.

Much to the surprise of those who were exploiting the cape craze, it is not making such a sweep as primarily predicted. Cloths for capes are being sold, of course, but it is not superseding the popularity of the balmacaan out of the running in the orders so far booked for fall delivery; and it is not disposing of the business for cloaks and suits, as the weisenheimers were sure would occur. This feeling seems to be gaining ground that suits may come in stronger than buyers in the merchant grades are prepared for. Some stylists believe that fine velours will come in for capes later on. This opinion is based on the fact that heavy satins and similar fine merchandise are being used abroad, and it seems likely that some reflection of those materials will be seen here also. Velours in capes offer much as a suitable and handsome fabric. Merchants who either buy direct or otherwise, would do well to follow this new development.

Increase of Yardage—High Price Silks.

As previously mentioned in this journal, the yardage for women's dress materials will be larger than for several seasons; or since the advent of the snug fitting skirt, and silk manufacturers are specially pleased. Women are not inclined to part with this becoming fashion—those of the right figure and appearance—without a protest. The bouffant effects recently seen may be all right for the slim feminine, but it is anything but graceful or becoming to her sister inclined to embonpoint. The tunic is running its course, as it is suitable for any figure short of the grotesque in outlines and tendencies. What merchants are particularly interested in, however, is that more material is required, hence their hearty approval. This increase in yardage is estimated at 10 or 15 per cent.

The new skirts are not so much wider, but the tunics, flounces, etc., account for the increase. Next to this larger yardage, the feature of the coming season's buying concerns the position of satins. Sample lots show the predominance of soft silks on the satin order and with bright finish. Heavy satins, such as liberty satin in widths from 40 to 52 inches for suits and capes, shown in the primary markets last week, are prominent. Next to the satins, all silk failles, poult de soie and cords of different kinds, are shown, some as heavy as bengaline. Taffetas still hold their own here and abroad. The new satins and faille weaves are expensive, and will be priced from \$2 a yard up at retail.

Small Town Merchants' Dress Goods Stocks.

General stores do not indulge in special sales as frequently as the retailers in the large towns and cities, but they

feel the slowing down of business about this time of year. A few so-called "bargain" sales may be inaugurated by the more enterprising and energetic, but the tendency is to hang fast to stock until it moves out, in not a few instances, "in a cloud of dust." Merchants of this pokey order are not readers of newspapers, trade or otherwise, excepting the county organ, so as to keep in touch with the gossip of the community, and thereby act as further purveyors of the neighborhood news. The "Modern Merchant and Grocery World" reaches a higher class of small town dealer, one who prides himself on keeping close to the market and knowing what is selling and is suitable for his trade. Quite a few are men of standing and pretty well fixed financially. They do not class with the chap "The Stroller" told about in his droll, philosophic way recently, and what is going on in the wholesale and primary markets he generally knows.

As might be expected, dress goods are quiet, the buying for future deliveries centering around serges, panamas and broadcloths principally. Less attention is being given by merchants to fancy weaves in crepes and rough effects; but cloths like gabardines, poplins and failles are wanted. The garment manufacturers, who frequently are a guide to the retailers of the interior towns, and their buying should not be overlooked or disregarded when reported, are confining their purchases to the staples—broadcloths and serges—and in other instances the specialties they are ordering are of superior quality or novel design. When it is profitable or the trade can be attracted by the exercise of judgment and proper display in the store, it is a paying venture to carry a line of women's ready-to-wear apparel. It is less risky than men's suits, but even they can be handled to advantage also. Small stocks and replenishing often go a great way toward making such a department successful.

Only the best qualities of plaids are selling now, with the snap out of Roman stripes. Novelty crepes are quiet.

Economical Merchants Making Money?

Many causes have been assigned for merchants buying cautiously and repeating this and for the season to come. Some are calmly awaiting a price, others are wary for other reasons, but Marshall Field & Co., Chicago, in their weekly review of trade conditions, have advanced a novel idea in explanation of the conservative buying so noticeable for the spring and summer ordering, to wit:—

"Retailers are keeping as little capital invested in stocks as possible, and are endeavoring to make every dollar earn more profits by purchasing in smaller quantities and turning stocks oftener. The cooler weather of the week has effected retailing unfavorably, but more

buyers have been in the market than during the same week a year ago. A scarcity of merchandise is predicted in most all lines, as manufacturers have not made up as many goods in anticipation of future business as usual."

The advances noted in the primary markets are on various dress goods lines, competition keeping prices as formerly quoted, according to Rice-Stix Dry Goods Co., St. Louis, in their weekly review of wholesale trade, who also say: "Retail trade continues to operate in a conservative manner. Orders received are not large, but greater in number than the same period of last year, indicating a desire to keep up stocks and replace merchandise as required. The extreme hot weather, together with the July clearing sales, has improved retail business, and with the present favorable crop prospects, there should continue a steady demand for merchandise. Sales of staple linens, such as table damask, towels and crashes, show improvement. Plain white dress linens have also been in better demand during the last week. Ratine continues first favorite in white goods, followed by sheer rice cloths. Voiles in plain and fancy weaves remain strong, while organdies and similar sheer fabrics are ready sellers.

"Orders on woolen dress goods are coming in very freely, considering that a great many merchants have already made their initial purchases. The outlook for increased sales as the season advances on such goods as granites, crepes, serges, broadcloths, tussahs, plaids and Roman stripes, is very encouraging and indications are the demand will far exceed the supply. Little advances that have been put on fall dress goods by the mills recently have not changed the market price to the retailer thus far. Keen competition among jobbers has enabled retail merchants to place orders at a figure they will not be able to duplicate late in the season."

From another Middle West source, John V. Farwell Co., Chicago, it is learned that "Prices in cotton blankets, domets and canton flannels are ruling firm. A growing demand is noticed for 17-inch and 27-inch embroidered flouncings. Shadow laces are in tremendous demand, and great difficulty is being experienced in securing sufficient quantity from the mills to meet requirements. Prevailing styles are bringing in increased calls for sash silks and Oriental pleatings."

New Staples Being Shown.

In the New York market last week a novelty crinkled seersucker stripe on a gingham ground was shown to sell at 10½ cents a yard. This is different from any cloth of gingham construction now on the market. Another line of ginghams was opened to sell at 6½ cents in 26 and 27-inch widths. It was noticeable because of the many novelty weaves and the distinct colorings in intricate pattern effects for so low a price.

A new line of 32-inch white goods, double fold and rolled, at from 10½ to 13½ cents a yard was opened up. It included dimity cords, figured fancies, satin stripes, granite ground fancies and

Bedford cords. They were notable for their superior character in weave and finish.

Taffetas for Tone and Tunics.

Taffeta silks continue the leading fabric for smart wear. It is seen everywhere worn by the best dressed women in all the new styles, and with the graceful, soft, falling draperies to which it lends itself so well. Reliable reports are to the effect that silk manufacturers have modified the texture a little. While still preserving its softness, they have given it a little more weight, making it resemble faille, and have given it the name of "taffetas gros de Londres." One commences again to see the shot taffetas, which assuredly have style, but as yet not sufficiently popular to replace the favorite colors—navy blue and black. However, one sees happy combinations of the changeable taffetas with checked silk in the same tones.

Keen Buying by General Merchants.

Advices from a leading wholesale house in Cleveland say that their business for the month of June exceeded any similar month, and the semi-annual inventory sale, which was held on the last two days of June, brought in the largest number of retail merchants ever in the store at one time, and included some of the keenest general merchants in New York State, Pennsylvania, Ohio, Indiana, Illinois and Michigan.

When the sales were taken off for the last day of June it was found that they exceeded any other single day's business in the history of the house. The firm states that this does not indicate any great depression in their part of the country, and is a good barometer of the condition of stocks in the hands of retail merchants, every one of whom reported their trade good. The result of the clearance sale was particularly gratifying, as the announcement for it was sent out without quoting a price on a single item. This does not appear as if a great quantity of returned goods will follow such brisk buying.

Darker Shades in Ribbons Coming

Dark shades in ribbons—blacks and dark moires—for fall wear are receiving more attention at the present time by first hand buyers than any other. The new season is getting under way, the Western buying contingent being strongly represented in the Eastern markets looking over the ground and watching developments. The small town merchant, who is in close relation with the wholesalers, will soon receive the tip as to what will be the proper lines to stock. With the changing and changeable styles, and the intelligence displayed by the consumer in knowledge of the right goods and their artistic possibilities in home-made millinery and personal adornment, the general merchant should not commit the folly of making commitments for but a short time. Jobbing stocks are too easily accessible for any one to buy much beyond immediate needs, or he will place a lot of stickers on his counters before the season is well started.

A leaning toward satins is also noted. Velvet ribbons show slight advances, amounting to an eighth to a quarter of a cent a ligue over a year ago on the cheaper grades. This will doubtless be increased considerably by the time the general merchant is reached. Higher priced ribbons are reported the same. The immediate sales are still largely for moires. The earliest delivery date for staple ribbons for the fall is for the end of August or early in September.

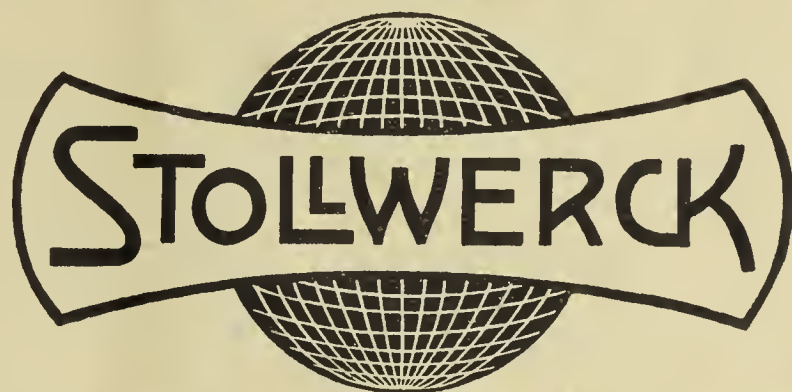
Originators of New Style Overalls.

Two concerns now claim to be the originators of articles, made of gingham, and an improvement upon or successors to the ever popular rompers, designed for children's use. The stories of both manufacturers—one on the Pacific coast and the other in Massachusetts—are now out. One goes into details of how he got the idea from watching his little girl at play. It is unnecessary to say that stories of this kind lack originality, as children are "made to stand" for a lot of stuff of merit and the other thing in every line. The kid is not to blame, but liars are many and few were chosen. Even Edison says the suggestion of commercial value in his phonograph was given him by a small boy, his son. The other concern is not handing out any "fairy tales," but is selling their product to an eager trade—both concerns use this term to describe how "hungry" merchants are for each other's goods.

No singularity is attached to either product, the lines being staple, excepting that origin of construction is a coincidence. For example, the Eastern manufacturers say they "discovered" their garment last year, and that it was received with furore. Good word in the hands of an advertising agent, who blows hot or cold, according to his client's appropriation. There was such a rush for the line—"house was swamped with business," to be exact—that it was necessary to withdraw the lines before they were distributed. The offerings of the new model "aprons" include a combination house dress.

The perfection of manufacture is sought in the goods. Buttons are sewed on firmly, every seam, in the cheapest and the costliest goods, is felled and not left raw, and all trimmings, as well as all materials in the groundwork of the garment, are made of guaranteed fabrics. The jobbers have the inside track on their distribution.

On the coast the so-called inventor has a more luxuriant fancy, because it is related in a professional advertising vein. The goods seem practically the same in purpose, and the sale is so far confined to the territory West of Denver. The plan employed was to stock the trade in advance on the strength of the advertising proposals, then use posters thirty days, discontinue thirty days and then come back for thirty days more, running newspaper space the ninety days straight. The firm making this line have "generously" offered to give playground apparatus to any city that will put their advertising on it. This is a reminder of a certain San Francisco patent medicine manu-



CHOCOLATE

Is As Pleasant to Sell As It Is to Use

not only because of the profit it pays you, but also because of the satisfaction it gives your customers; you know they are going to be pleased with it. STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is the highest grade product of the chocolate maker's art, absolutely PURE and of such delicious flavor that, once introduced to your customers, it will sell faster than any other brand you could handle.

STOLLWERCK'S GOLD PREMIUM CHOCOLATE for baking leads to the sale of STOLLWERCK'S COCOA and STOLLWERCK'S SWEET MILK CHOCOLATE, a most delicious confection retailing at 5, 10, 15 and 25 cents per package.

STOLLWERCK'S GOLD BRAND PREMIUM

CHOCOLATE is packed in 1/4 and 1/2-lb cartons containing individual squares weighing one ounce each, separately wrapped in paraffine paper, thus insuring sanitary handling and increased convenience as well as lasting freshness. Call your customers' attention to this feature.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"Try a package of GOLD BRAND PREMIUM CHOCOLATE and you'll realize why its quality and flavor have made it famous all over the world."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Many Encouraging Signs

point to the fact that so far as retailing is concerned, the individual store personally supervised by the owner is the business that will remain. Some have thought the day of the individual merchant was passing away, but a close study of the situation so far as Grocery and General Stores are concerned would surely indicate that the personally managed store is really the most necessary and successful. You must keep in mind the fact that perfect business conditions can never be brought about by Legislation, nor by any other means. In all business atmosphere there will always be what you might term unsatisfactory elements, and the winner is the man who solves the problems, and finds a way to increase his sales as well as his profits while his competitors are kicking and going behind. The old saying, "grumblers seldom work," holds good to-day, the cheerful optimistic merchant is the worker and he continues to make good and find opportunities where none existed. In a long experience with thousands of retail merchants, the records show the bulk of the money they lost was in experimental adventures and investments outside their regular line of business. It is strange to relate, merchants who would buy any old flim-flam stock, pay cash for it and get nothing but an attractive stock certificate with a promise that it would increase ten fold or a hundred fold, would at the same time scrutinize their Coffee, Tea, Spice and other necessary purchases to the very limit. You take absolutely no chance when buying from Parke. Every pound of Coffee, Tea, Spice or gallon of Extract we sell represents so much good money and can be cashed at any time during the same season either at our Philadelphia or Pittsburgh House, with the single understanding that the goods are in the same salable condition as when you received them, and every merchant reading this ad. knows the Parke guarantee is good.

L. S. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.

facturer who proffered a statue of himself if the site was given to accommodate the cast-iron figure. Several cities afflicted with the low intelligence characteristic of so many of our municipalities, really accepted the monstrosity. A few months of the ridiculous exhibit sufficed to ordering the "statue" to the scrap heap, where it properly belonged from the start. With the "over all" scheme—well, assurance is not always a bad attribute at times.

Effect of Claflin Failure in Dry Goods Circles—Chain Stores and Dealers' Antagonism.

It is remarkable what apparently little effect the \$30,000,000 failure of the H. B. Claflin Co., New York, has had on the general dry goods and allied trades. Retailers all over the country have, at one time or another, had some accounts with the firm, as they were widely known as the largest single wholesaling house and mill distributing agency in America. The Claflin Co. finally worked into the chain store proposition, and at the time of the collapse owned or controlled fully 35 department stores of differing sizes from coast to coast. Naturally this aroused bitter antagonism among merchants of all degrees and of greater or less importance everywhere. A factor of this kind cannot be disregarded or ignored with indifference and the inevitable occurred when the embarrassed concern's credit was impaired by over-trading.

There was a time when such an institution as H. B. Claflin Co., would not have been permitted to go to the wall—if it does even now. Wholesalers of magnitude and in considerable numbers may be found in every section, and the merchant finds it more convenient to buy from his nearest jobber, if the stock is sufficiently representative, than follow the methods and practices of years gone by. Calvin M. Smyth, president of Young, Smyth, Field Co., referring to the Claflin mix-up after it occurred, said to the "Modern Merchant and Grocery World": "Trade will be quiet until toward September, and merchants are ordering charily. Business is depressed beyond doubt; and it is real and not psychological by any manner of means. The Claflin failure will cause a feeling of uneasiness, to be sure, but already its effect has been discounted. The general merchant is no longer dependent upon a few wholesalers, as in years ago; for every good size city has several jobbing houses which can fill orders promptly and satisfactorily. The Claflin trouble was caused by the exhaustion of their credit. For a number of years their profit did not exceed 1 per cent., and even that when you consider their business, is quite a respectable margin; but it should have been no less than 2 per cent."

"Their retail stores, while operating under a so-called holding company, were really Claflin enterprises, as the trade all know. The buying for many of these concerns was neither wise nor judicious. The buyers were instructed to place orders for everything possible with the parent house, but not infrequently neither the prices nor the goods

were right. We had a personal experience of this kind in underwear when Wanamaker was in the wholesale business. The buyer in that line in the retail insisted on placing an order with us for obvious reasons and delivered an ultimatum in accordance with the facts. Probably similar conditions prevailed throughout the entire Clafin chain."

A peremptory sale of the merchandise on hand, with some reservations, is announced by the receivers of the Clafin Co. for to-day (Monday). An unprecedented attendance of merchants and jobbers is anticipated. This stock is valued at \$4,000,000. It is not regarded as a large amount, considering that the bankrupt concern's annual distribution of goods reached \$22,000,000. No authoritative statement has yet been made relative to this famous firm's future. The disposition, however, is for its continuance.

Style Guaranteeing a New Kink.

In business ingenuity and resourcefulness are assets beyond price, it is generally admitted; but when these wonderful attributes are put to a questionable use they are differently classed. At least this seems to be the opinion when expressed regarding the proposed action of certain cloak manufacturers in the guaranteeing of styles or patterns. The matter was taken up by the Credit Men's Group of the Silk Association of America Wednesday last. The situation is fully explained in the appended resolution adopted:—

Having been reliably informed that certain cloak manufacturers are guaranteeing styles and shipping goods subject to return for the coming season, and that such practice, in our judgment, would work havoc to this trade, as it has in others; be it therefore

Resolved, That the Executive Committee of the Credit Group of the Silk Association of America advise its members to scrutinize carefully any and all concerns who adopt this unwarranted practice.

It was further resolved that a copy of the resolution be forwarded to Philip Frankel, secretary of the National Cloak, Suit and Skirt Manufacturers' Association, Cleveland. This organization includes in its membership practically every cloak maker of any standing East and West, and it is hardly believable such a body would approve, let alone indorse, such a proposition on the part of its members. So far as the general merchant is concerned, it is a new kink and not a bad idea from selling considerations. It would be nothing more or less than handling consigned goods. While this practice is not unknown by any means, in nearly all lines where marketing conditions are difficult, still it is condemned as unsound and demoralizing, according to accepted commercial standards, and doubtlessly dangerous besides.

Berating the Jobber Roundly.

It is something of the fashion in mercantile circles these days to "pound" the jobber. Of course, the ways of the jobber—sometimes, at least—are past finding out. It has been charged that he wants the best of everything, and seldom, if ever, has the far end of the

stick when it comes either to buying or selling. The jobber, as an entity, insists he is not only the guide, philosopher and friend of the merchant and manufacturer, but also a very present friend in trouble when shaky finances are discussed. When those prize essays are released, then, and not until then, will the world at large know just how large, important and essential a factor the jobber really is to the commercial community. In the meantime, the "Modern Merchant and Grocery World" will repeat the conversation of a textile traveler, "with extensive connections," who has been meandering through the West for a fortnight, as follows:—

Mills are very busy. They are out for yarn and are selling goods. The spirit of optimism in the West is in the air—it is everywhere. Everybody is keyed up over the crop prospect and are going right ahead.

Asked why Western knitting mills are busy, while in the East it is the reverse, the textile man said: "One explanation is that the mills out there sell to the retail trade; here they sell to the jobber. I fail to appreciate the need of the jobber in the knitting trade in particular."

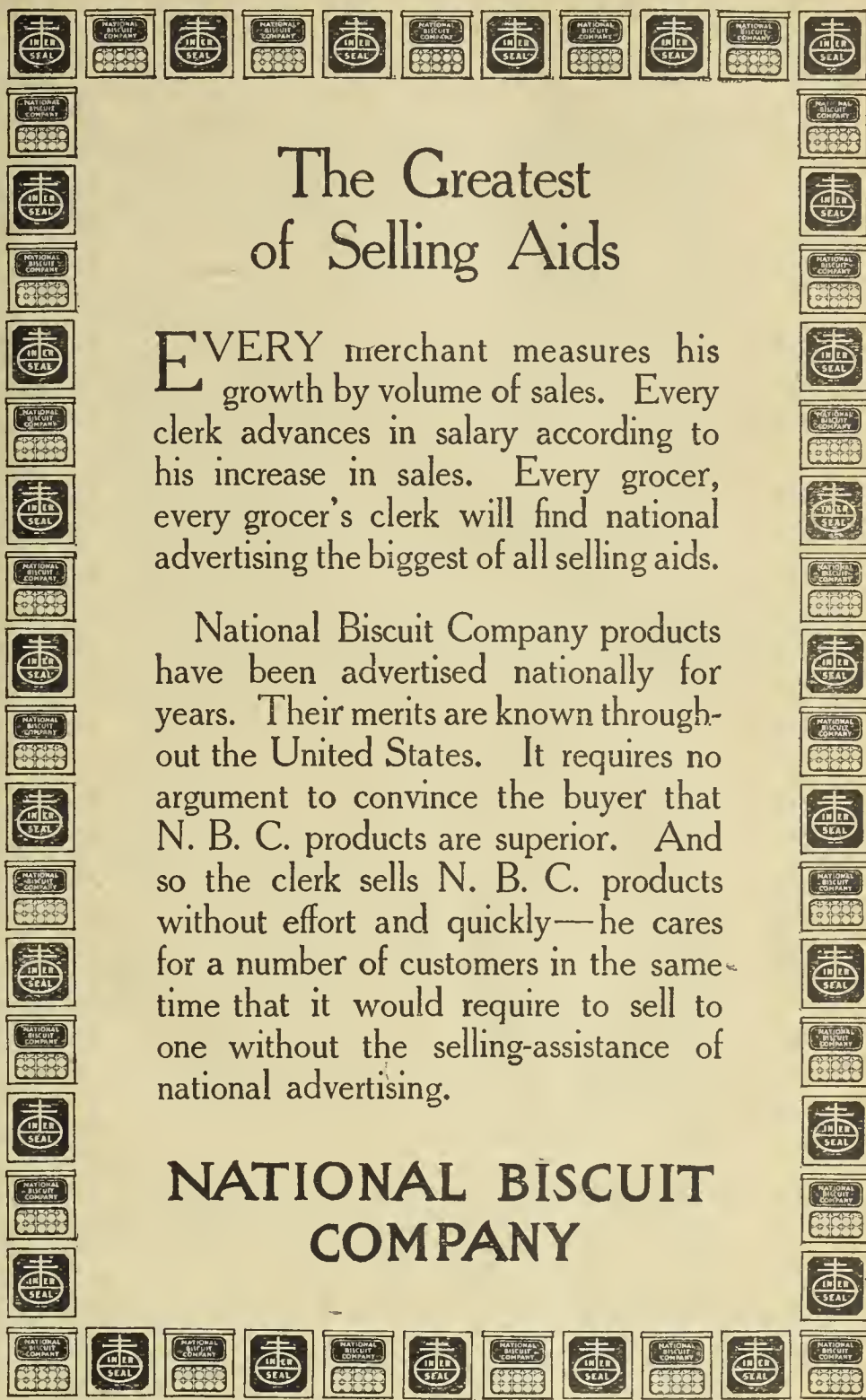
The person quoted looks for no great improvement before September. "Then," he continued, "there is going to be big buying, and I'll tell you that if these Eastern mills don't wake up, get out of the piecemeal selling rut to jobbers and pile up some stock, they are going to miss a part of what ought to be coming to them in the fall."

If the textilist had added, "if these mills would make their product better known via the advertising route, which is absolutely necessary these days to be independent of the jobber," his deliverance would receive one hearty indorsement, at least.

Higher Prices for Silks Announced.

Price uplifts in silks have been reported from time to time during the late spring and early summer, but now they are materializing in a matter of fact way. It is significant of the security that is felt in a good fall season that price advances on leading staples are being announced. Several lines of messalines were marked up last week 1½ to 2½ cents a yard. Colored messalines that sold earlier at 63½ cents are now advanced to 65 cents a yard. Manufacturers have exhausted their lower priced stock of raw silk, bought some time ago. Therefore they are now pricing their goods nearer to the cost of raw material today, which is considerably above that of a year ago. Merchants have not felt the advances so far, as the jobbers, owing to the keen competition for orders, have been selling at the old figures.

Picking the winners for the fall is now reduced to a sporting proposition, the favorites being taffetas and satins. Bright faced satins of wide width have been settled upon by the knowing ones for the new suits and especially for the capes. Five yards of material is said to be necessary in the 42-inch cloth for the capes. The lining of the capes, according to the same experts, will use up a large amount of silks in the various weaves, such as brocades,



The Greatest of Selling Aids

EVERY merchant measures his growth by volume of sales. Every clerk advances in salary according to his increase in sales. Every grocer, every grocer's clerk will find national advertising the biggest of all selling aids.

National Biscuit Company products have been advertised nationally for years. Their merits are known throughout the United States. It requires no argument to convince the buyer that N. B. C. products are superior. And so the clerk sells N. B. C. products without effort and quickly—he cares for a number of customers in the same time that it would require to sell to one without the selling-assistance of national advertising.

NATIONAL BISCUIT COMPANY

moires, chiffons, etc. The velvet capes will likewise call for silk linings. A wool back satin is also being considered for the much-talked of capes, the wide use of which is already being questioned. Some new silk lines for next spring are already being shown, in which small hair-line stripes and small checks are the distinguishing features.

Boots Shoes Findings

No One Misled by Leather Substitutes.

Leather substitutes have been under steady discussion by shoe men since alleged "pure shoe" legislation has come to the front. Members of the different State Legislatures and even of Congress have delivered speeches on the subject in their usual blatant style when they

are talking buncombe for the consumption of their constituents. Merchants selling shoes know what this means, and should they be compelled to conform their sales strictly to the letter of such legislation, they would take steps to have it repealed at the first opportunity as impracticable, not to mention its sumptuary character. The "Modern Merchant and Grocery World" has published letters from manufacturers and dealers, who have expressed their views more or less practically. The following is an enlightening contribution from one of the best-known and largest manufacturers in their special line:—

To the Editor.

Dear Sir:—It is not hardly right for us to criticise any one shoe manufacturer's method of advertising, but it does seem to the writer that the method of this Western manufacturer is not only expensive, but very ineffective. He does not believe that the manufacturers are selling shoes to-day to retailers without telling them exactly what there is in the shoes. The time has gone past when they will substitute a fiber counter for a leather counter, with the retailer thinking he is getting a leather counter. The retailer is more conversant with the inside of a shoe than he ever was,

and we think he is in a position to specify what will go into his shoes. The last statement that this Western manufacturer makes about the retailers desirous of telling his customers the truth is all tommyrot.

At a meeting of manufacturers and retailers held in Washington before the Interstate Commerce Committee, the question was brought up whether the retailer was desirous of informing his customers just what a shoe contained. Every retail organization that was represented at that meeting stated that it was impossible to tell the customers what was in a shoe, as they would not understand it afterwards and it would increase the cost of selling. Their claim was that the customers expected the shoes to wear, and depended upon the retailer to purchase shoes that would give service. As a general thing the customer did not care whether there was a "horn fiber" counter or a leather counter in the shoe as long as it gave the proper service for the money expended.

Very truly yours,
MOUSAM MFG. CO.
Leon B. Rogers, President.

Tan Shoes for Men Big Sellers.

Perhaps some shoe manufacturers, who are on the wrong side of the leather market, are doing what they can to lessen the sale of colored shoes. But, as one shoe man, in charge of a general store's department, said: "There is nothing to it. In our modest way we have sold more tan shoes this season than ever before, and there is not the slightest indication the demand will decrease. The fall styles, now being shown by the road men, contain the usual number of tans—of heavier construction, to be sure—but still strongly in evidence. It is said that in factories where medium and cheap shoes are made colors are selling far less than for a number of years past; and that a higher price must be had before any quantity can be sold to advantage. I doubt this statement very much. The quality may not be there, but the color decidedly is, as may be easily ascertained by looking over a stock of that grade.

"There was a movement on the part of the manufacturers of high-grade shoes—those retailing for \$6 and upwards—to discourage the sale of colored calf, but it was a fizzle, evidently. It was only an attempt to bear the market. The true significance of this may be gleaned from the fact that makers of high-grade men's shoes were trying to market exclusive styles in which price would control. Manufacturers of such shoes are strong in the opinion that the high-priced leather will help to make such merchandise so exclusive that it will appeal to the better dressed men, who are always seeking for shoes that are not too closely imitated for sale to those whose means are more restricted.

"Every once in a while something similar is heard of in the trade. Samples are made up, prices fixed and a preliminary selling campaign decided upon, but it has always come to naught. Possibly it is thought the small town merchant carrying shoes is not concerned in such campaigns; but they are nevertheless. If a demand for a high-price shoe of the kind referred to can be created, he wants a share of the so-called exclusive trade. Don't you ever

believe the small town general merchant is not up to date. Salesmen of any kind of merchandise besides shoes who have this idea in their 'kokos' would do well to get rid of it, for it is all wrong and he is losing his time trying to load up the merchant with back-number or provincially designed and constructed merchandise."

Believes in the Fallacy of Fixed Retail Prices.

Friday last A. H. Geuting, secretary of the National Shoe Retailers' Association, and one of Philadelphia's most progressive dealers, delivered a formal address at the annual convention in Boston. He dealt specifically with the cost of doing business and the fallacy of fixed prices at retail. Mr. Geuting's views on various interesting trade topics have appeared from time to time in this department of the "Modern Merchant and Grocery World," and his opinions are always worthy of careful consideration and serious reflection.

Hardware Tools Specialties

Is European Cutlery a Factor?

The charge is repeatedly heard that so far as the present tariff is affecting retail prices on a revision downward, not anything of the kind has happened. At least so far in hardware lines. The most urgent plea is that sufficient time has not elapsed to tell what has actually occurred. Manufacturers, who would be supposed to know what is going on in their own line, are loath to talk of the subject excepting along political lines—one way or the other. Merchants handling cutlery say no change has occurred in prices from either jobbers or manufacturers. The daily newspapers write all around the matter, according to their political bias, as might be expected; for precious few of them understand the question excepting in the same light of ranting politicians, and what they do not know would fill a few good-size volumes in small type.

It is really a pity a more intelligent grasp is not had by people who should be really interested from a daily living point of view. Nevertheless, their knowledge is almost as futile as that of their employers. James G. Blaine, in his "Twenty Years in Congress," declares that tariff legislation, as affecting different sections of the infant Republic, was as broadly and wisely debated in the first Congress under the new Constitution as it has been in any of its successors to this day. However that may be, the following "news story" is from one of the leading dailies of the country, and is in a position to get the right "dope," if it is looking in any spirit of sincerity, and has a bearing on the cutlery situation:—

German cutlery is fast displacing the productions of American factories, it is said by local importers, and the prediction is freely made that importations of knives and shears will materially increase when the public gets back to a normal buying basis. A house, that not long ago received 15,000 pieces of cutlery from Germany, is reported to be contemplating an order for twice that quantity. Cutlery made in this country is regarded as superior to the imported, but costs dealers so much more that they turn to the foreign makes.

The lower price of German cutlery is the prime factor in its attractiveness, it is said. Then, too, many persons appear to derive a great deal of satisfaction from being able to say of an article: "It is imported, you know." Among others, an official of the Edward K. Tryon Co., admitted that much foreign cutlery is coming in. "We always did import some articles in our line," it was said, "articles not made in this country in sufficient quantity to supply the trade. On these goods the Germans advanced the prices immediately the tariff was reduced, absorbing the difference."

This government, whilst losing the revenue, it was pointed out by a large dealer, did not work a reduction in the cost to the ultimate buyer, but "enabled the German manufacturer to increase his profits." Fish hooks, brought in largely from Norway, also underwent a price advance after the duty was reduced. The dealer is not affected, except in so far as he suffers from the general business slump, while the angler must pay more for his hooks.

Not long ago the "Modern Merchant and Grocery World" published almost directly the opposite of the foregoing, and from what was considered a thoroughly reliable source. On the cheapest cutlery it was admitted the foreign maker would increase his sales, but in the finer grades and on shears and scissors competition would cut no great figure. So far as can be ascertained, such advantages as the European manufacturer has gained under the tariff he has absorbed, affording the ultimate buyer no reduction, but depriving the American manufacturer of a certain percentage of profit. Of course, trade-marked or branded cutlery or goods of any kind, if known to the public, need fear no competition from any one or anywhere. Prices have been established by their makers, and so long as the quality for which they are recognized and purchased is maintained, no tariff schedule can affect their standing in the selling markets.

Why Paint Peels.

Proper handling of paints by a general storekeeper with a line of these goods "on the side," is of prime importance. If the merchant buys his stock of ready-to-use goods from a reliable paint manufacturer, he may rest assured the merchandise is dependable from any and every point of view. The management and display of the stock is not to be overlooked, and information on this score may be had for the asking. Other matters concerning the application or use of the paints dealt in under unusual circumstances are also of direct moment. For example, why paint peels, should the question be pro-

pounded by a customer, calls for an answer, for which every dealer is not prepared. Much valuable information on this question is furnished by G. B. Heckel, in his little booklet bearing that title, and in part is as follows:—

"The paint dealer and through him the paint manufacturer, is often called upon to 'make good' a case of defective painting, where, as a matter of fact, the paint was in no way at fault. Why should the consumer demand that a defective coat of paint be replaced if the defect is clearly traceable to abuse or improper use of the paint in question? As a starting point, it may be affirmed that paint that will not peel when it ought to peel is not fit to paint with.

"Perhaps the chief cause for the peeling of paint is moisture. If there is moisture under the paint it will eventually try to escape. If it escapes outward it must either pass through the paint or push the paint off. If moisture will pass through the paint from the wood into the air, it will also pass through the paint from the air into the wood. Since the principal purpose of painting wood is to keep the moisture out, paint that allows moisture to pass through it in either direction is unfit for use. Therefore, as has already been asserted: Paint that will not peel when it ought to peel is unfit to paint with.

"The question of peeling is not a question of differences in the materials of which the paint is made. Generally speaking, the poorer the paint the less likelihood there is of its peeling. Kalsomine and water paints do not peel; 'emulsion paints,' containing water and alkali, do not peel; and paints overloaded with benzine do not peel. Peeling is encountered with pure linseed oil paints of the best quality.

"Making a claim on the dealer after paint has peeled is the proverbial locking of the stable door after the horse is stolen. The time to prevent possible peeling is before putting the paint on. Remember always that the better the paint the more likely it is to peel if conditions are favorable for peeling. 'An ounce of prevention is worth a pound of cure.' Apply paint properly under proper conditions and peeling will not occur. Peeling is commonly traceable to one of a few preventable causes, and to prevent these causes in the beginning is to avoid trouble in the end.

"The commonest causes are: 1. Dampness in the wood. 2. Dampness back of the wood. 3. Ochre-priming coats. 4. Old paint, loosely attached to the wood and not thoroughly cleaned away. 5. Fatty, resinous wood not properly seasoned or prepared for painting. 6. Boiled oil.

CORRESPONDENCE.

Exchange Department Pulls.

Waterbury, Conn., July 3, 1914.
To the Editor.

Dear Sir:—Please discontinue ad No. 18 (Exchange Department), as I have disposed of same through "Modern Merchant and Grocery World." The offer came the same day the journal was issued and I have more inquiries since. Respectfully yours,
M. J. WALL.

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch imber blades; size over all, 13½ inches; steel unusually good; handle is cocoa cola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 74, Montclair, N. J.

Offer No. 6.

We have 8 Models 1873 and 1884 Springfield breech loading rifles which had been used by the United States Government. What is offered for them?

J. HOMESHER & SON,
Bartville, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL,
1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 5 Bartlett St., New Brunswick, N. J.

Offer No. 9.

We have for sale a Computing Templeton Cheese Cutter, with a brand new knife; price \$13. Address
R. L. SIEGFRIED,
Nazareth, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence,

all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction

guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each.. \$5 80
3 Carnation Berry Spoons, \$1.75.. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40
5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$18, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.



Are You
Sharing

with us the steadily growing popularity of

MAPLEINE

ORDER FROM

Frank A. Smith & Co.
195 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

No "Selling Cost" for FLEISCHMANN'S YEAST

We furnish small enamel boxes to hold our Yeast and envelopes in which to sell it to your customers. Our salesman "waits on" himself if you wish and keeps your supply just above demand. No fuss or bother to you.

THE FLEISCHMANN CO.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere

Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

Keep Your Store Cool

An Electric Fan or two will not only make your store cooler than the streets outside, as well as pleasant and inviting, but will also keep the place free from flies. An

ELECTRIC FAN

costs less than one cent an hour to run—can you think of any more effectual and economical way to make your store attractive to your customers?

The Philadelphia Electric Co.
Tenth and Chestnut Streets

The Science of Retail Advertising

Camden, N. J., June 29, 1914.
Editor Science of Advertising.

Dear Sir:—We would be pleased to have you criticize the enclosed advertisement if you think a criticism of this kind of advertising, which only describes one article, will benefit your other subscribers as well as us.

The advertisement was run in

both Camden daily papers once.
Thanking you for any criticism you may make, we are,

FEDERAL SUPPLY CO.,
Per W. J. Haeberlein.

The advertisement enclosed measured six inches across three columns, and is here reproduced in somewhat reduced form:—

BELMAR BUTTERINE IS MADE UNDER GOVERNMENT SUPERVISION BUTTER IS NOT!

*All Food Authorities
Say*

Belmar Butterine

*Has a Uniform Rich
Delicious Flavor*

*Due to Using only the
Purest Most Nutritious
and Wholesome Ma-
terials.*

BELMAR BUTTERINE PLEASES PARTICULAR PEOPLE

SOLD ONLY BY

FEDERAL SUPPLY COMPANY

939 BROADWAY, CAMDEN

that butterine if made properly is pure, wholesome and nutritious and has as much food value as butter.

is made under the watchful eyes of our own and Government experts, from the entrance of the raw materials into the modern sanitary building until Belmar Butterine is packed in sanitary cartons and sent direct from churn to you.

which is distinctive in Belmar Butterine alone and is one reason why thousands of butter critics use it.

by absolute care and cleanliness in churning and handling, and by testing each churning for flavor and texture.

the poor class, that would eat butter if they could, but take butterine because it is cheaper and a great deal better than the butter which could be bought at the same price. The second class is the class perfectly able to afford butter, and which really prefers butter. Inducing the second class to buy butterine means convincing them that butterine is actually better than butter, while it is much cheaper. This is some job, if I may use a slang description of it.

I do not believe that it is possible to properly appeal to both of these classes in one advertisement, unless it be divided into halves, and one-half be addressed "To the Consumer Who Needs to Count Pennies When She Buys Butter," and the other half addressed "To the Consumer Who Can Afford to Buy the Best Butter, but Who Would Take Something Better if She Could Be Convinced of it." The appeal to the first class ought to be something like this: "Here is something which is actually better and purer than butter, and which is much lower in price. For the price we ask you for butterine you cannot get butter that is fit to eat. Every pound of butterine sold now goes out under Government approval. It is not an imitation butter, it is butter, for it contains the same fats and the same ingredients, combined and prepared under infinitely more cleanly and healthy conditions than even the very best butter. Taste it once and see if you can see any difference." The appeal to the second class cannot be on the ground of price.

It should be on the ground that when they buy butter they don't know what conditions it has been made under, or whose hands have touched it, or whether the cows that gave the milk had tuberculosis or not. From beginning to end the production was practically under no supervision or restriction. On the other hand, butterine is made under strict Government supervision, the ingredients that go in it are all selected and Government inspected, and every detail of the process is carried out under the most sanitary conditions. It might be added that the fats that enter into butterine are identical with the fats which are in butter except that they are not derived from milk.

If I were exploiting butterine, I should give a lot of it away. I should have a lot of ¼-pound prints, or even ⅛-pound prints, put up especially for the purpose, and put them where they would do the most good. It is exceedingly hard to get a consumer who has used butter all her life to buy the first pound of butterine. If you can introduce her to it without any expense on her part you can much more easily get her to try it, at least, and then it is up to the product to make good.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Typographically this is a good-looking advertisement and I have no doubt showed up well in the paper, whether it appeared among other advertisements, or in the midst of reading matter. But

does it convince? I feel sure it would not convince me that I ought to eat butterine instead of butter. There are two classes of possible customers when it comes to selling butterine. One is



Play Ball!

What is the use of trifling? If you want business go after it, and to go after it right you need goods to offer that you know are right. We guarantee everything we sell—strike one!



SYRUPS—Have you tried our Syrups? If so, you must appreciate the perfection to which we have raised our standards, constant attention to every detail has brought its reward. All grades now summer boiled. **ROYAL TABLE**, a great favorite; **Challenge Syrup** next; in fact the whole line has many friends. Gilt Edge, Extra Amber, Very Best, King "B" Syrup, White Clover, Quaker City, Crescent, etc. We also carry a full line of New Orleans Molasses. Buy of us and grow.

CANNED APRICOTS—A special purchase to close a consignment enables us to offer California Table Apricots, No. 2½ size can, Oak Glenn Brand, at \$1.35 per dozen. These goods were packed to sell for more money; the cans are full of ripe fruit and a great bargain. Five-case lots at \$1.32 per dozen.

CANNED PEACHES—An extra standard California Yellow Cling Peach, preserved with lots of sugar, making a suitable table dessert. Gold of Ophir Brand at \$1.70 per dozen. Those who buy this brand will want more.

TELEPHONE SUGAR PEAS—Cruiser Brand. These are strictly high-grade large sugar Peas, tender and sweet, and better than most of the fresh goods now on the market. Try a case, per dozen, \$1.60.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

Write For Something To Your Advantage

☐ Coffee is of course coffee, but there is a very decided difference between our **Standardized Blends** of coffees and ordinary blends. The difference is that **Standardized Blends** never vary, while other blends always do.

☐ It takes both care and science to keep coffee blends from varying, but care and science are what we are prepared to furnish.

☐ We offer **Standardized Blends** in the confident belief that they are a greater help to the retailer in building up a coffee business *and holding it*, than anything else possible to offer. If you will write us about these you will hear of something decidedly to your advantage.

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

Do you know

of one laundry soap your customers call for by name as often as they do **Fels-Naptha** soap?

By that demand you may be sure of the uniform quality and merit of this unique soap.

Guard the interests of your store and customers by keeping **Fels-Naptha** amply stocked for supply.

Fels & Co.
PHILADELPHIA



BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—In fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA



CCLXVII.—A Case of Liability for Injury to an Employee Which Points Several Morals.

Here is a communication that comes to me from a Georgia department storekeeper who has a number of allied manufacturing interests. There are two points involved in the case which I shall press home: 1, furnishing employees with a safe place to work; and 2, the enormous comfort and advantage of carrying employer's liability insurance:—

Briefly, we conduct a general merchandise business, including a wood yard, and we operate this wood yard with a steam engine, a saw and a splitter. About two or more years ago we employed a man and two sons to work at this yard, one of the boys apparently about sixteen years old, the other about fourteen, so his mother told us. We only run the wood yard about two days a week, and this man and his boys worked here "extra" when not employed elsewhere. The youngest boy operated the splitter—light work, requiring no special skill, but requiring quickness to turn out the work.

The father insisted that we work this youngest boy regularly, as also did the boy's mother. We finally put him to work driving a wagon, delivering wood, etc., with the understanding that he would operate the splitter whenever we operated the yard. He worked on this basis until about last September, when he got caught in the belt that runs the splitter in trying to throw the belt on the pulley after it had run off. He had been continually warned by the manager of the store about the necessity of carefulness in operating this splitter, and had also been warned by a fellow worker who runs the saw, and was in fact shouted at by this fellow worker just a moment before he was caught, as he had gone on to the wrong side of the belt to throw it on. He was caught, his arm broken in three places, and his face cut open. We immediately gave him every medical attention available, secured the services of two physicians, had him made as comfortable as possible, and continued to have this surgical attention given him at our expense until the doctors released him. We also paid his wages right along, telling his mother that while we did not feel that we were to blame, it was our policy to take care of our employees, and we did not want them to lose by his accident.

We were given to understand by these people that they attached no blame to us, and that they would not give us any trouble about the accident. Since then, however, the

man and his wife have had trouble between themselves and have separated, the boy who was hurt going with his mother. The boy is still at work for us, never having lost a day's pay. His mother tells us that his father brought suit against us for the reason that she had left him, and had taken the boy and that he thought this would force her to return, as it would probably throw the boy out of a job, and he is her main dependence. We were served with a writ showing that we had been sued for \$7,000 by the boy's father, as next friend, for loss of services, etc.

The boy lost no time and was put to no expense for medical aid. The physician who attended him will swear that his arm is as strong as ever and he has suffered no permanent disability.

The father alleges that the work was unfamiliar to the boy, that he was employed for other services, and that he was at work at the wood yard without his knowledge and consent, while as a matter of fact we can establish the fact that the boy was hired to us by the old man, that the old man worked with the boy at the wood yard, that he knew all the time that we had him employed to split wood and to drive a wood wagon, and do other work at wood yard, or wherever we needed him, and that he was familiar with the work, as he had been at work there for a year or more, and that the old man and the boy's mother had continually insisted upon us employing him, asking when we were "going to run the wood yard," and can further establish that the old man had practically refused to support the family for quite a while, and had quit them, and that the boy's mother drew his wages, and was known by us as the head of the family, and the account with us was in her name, as the old man refused to pay the account for the support of the family.

We think the mother will support us, as will the boy, but we anticipate a hard fight and an expensive one.

We have given the writ to an attorney in order to file a reply and the case will come up for trial next January.

We will be very grateful for an expression from you through the columns of your paper, and we also wish to call the attention to other employers of the necessity of having an insurance policy covering employer's liability. We have it now, but we didn't have it then, and it is likely to cost us quite a sum to find out that we should have carried it.

Several practical lessons can be drawn from this case for the benefit of all other persons, firms or

corporations, large or small, who employ people to work for them. These amount in brief to the following:—

1—The need of getting a release of all claims from people who are injured, at the very earliest minute expedient to do it after the accident.

2—The danger of employing people so young that they may not clearly understand instructions given them, or who may be too careless to obey them if they do understand them.

3—The fact that employers' liability insurance is the only protection against cases like this.

First let me say a word for this correspondent's comfort about this case. In my judgment this boy's father hasn't a leg to stand on, unless on one ground, which I will refer to later. This case and all other similar cases analyze like this: It is an employer's fundamental duty to provide for his employees a safe place to work, and safe and proper tools to work with. If an employee is injured through the employer's failure to do this, the employer is liable in damages.

It is also an employer's fundamental duty to properly instruct his employee in the use of any machinery which he orders such employee to operate. If he does not do that, even though the place and the tools may both be safe and proper, and the employee's consequent ignorance betrays him into injuring himself, then a suit for damages will lie there also.

Generally speaking, if the place is safe, the tools are safe, and the instructions to the employee are proper, the employer is not liable no matter what happens to the employee. So far as this correspondent's statement of the facts indicate, this is his case. There is no evidence of any negligence on his part, except as to the one point which I referred to a while ago, and

which is this: This boy was on fourteen years old. It may be that he was too young to comprehend the instructions given him. It may be that his extreme youth made it wholly improper to trust him to run such machinery as this even after instructions. If this is so, then the employer is liable even though he gave the boy instructions which would have been adequate for an older person. It is a well established rule in damage suits that where an employer has employed a person too young to understand and apply instructions, he is liable if such an employee is injured, instructions or no instructions.

Of course I do not know whether this rule will operate against the correspondent. Was this boy intelligent enough to understand what was told him? Was the machinery given him to operate too complicated for the average 14-year-old boy to operate? These are matters of fact. If this correspondent can produce evidence to make the answer to the first question yes and to the second one no, then the rule will not operate against him. The question of the boy's age is the only one in the case, in my judgment, which he needs to fear.

Now as to getting releases in such cases. When an employee or a customer is injured on your premises, you should not rest night or day until you have settled the matter, if you can, and obtained a release from the injured party. If you wait until he or she has had time to get a lawyer, there is probably nothing to it but a lawsuit which will cost you money whether you win it or not. There are plenty of lawyers who will take damage suits that they know positively they cannot win, merely because they know the average man would pay out a small sum rather than be sued, even though he was not in the least liable. Suppose this small sum is only \$50, which would be an exceedingly small settlement. The lawyer divides it with his client, and is in the position of having found \$25.

In this case the correspondent should have gone to the boy's parents as soon as arrangements had been made to give him medical attention. After he had told them that although he was not liable for anything, he would pay all doctor's bills, and pay the boy's wages till he got well, *provided* they gave him

release of all claims, he would probably have found them very willing to give it. And that would never have stopped what this other has done.

Consider for a moment just what his father can do. He can compel his correspondent to employ a lawyer, and pay heavy legal expenses continuing through a term perhaps years, being under nervous worry and apprehension all that time. All this, remember, if he loses. He may of course lose—you can never tell what a jury will do—and in the end may have to pay heavy damages.

There is only one way to get rid of this, and that is to carry employer's liability insurance. When an accident happens, notify the company, and let them worry.

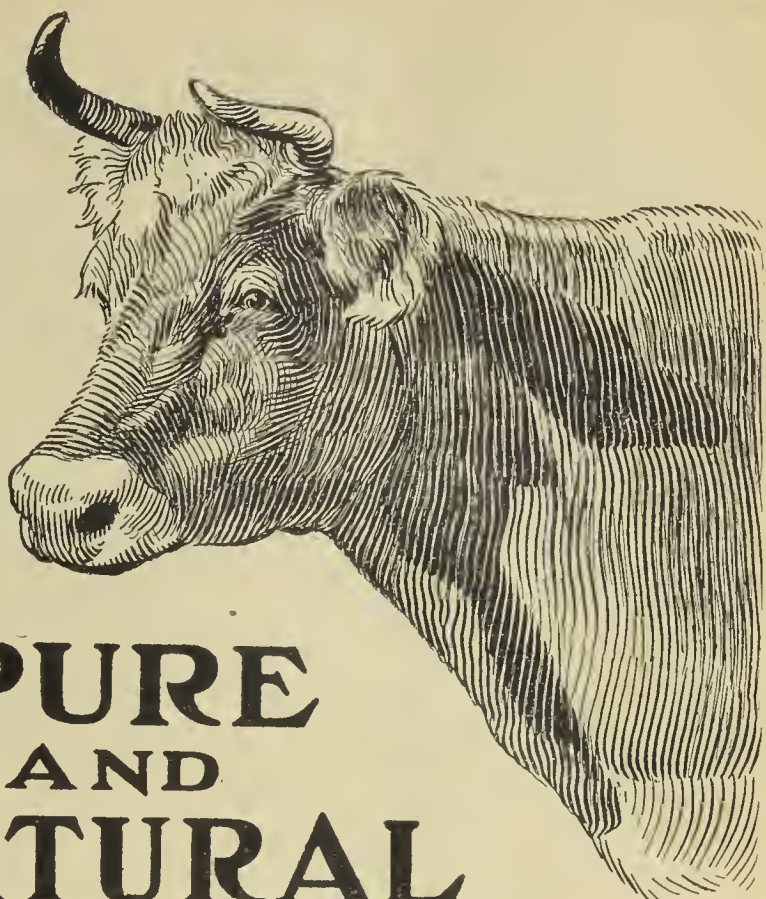
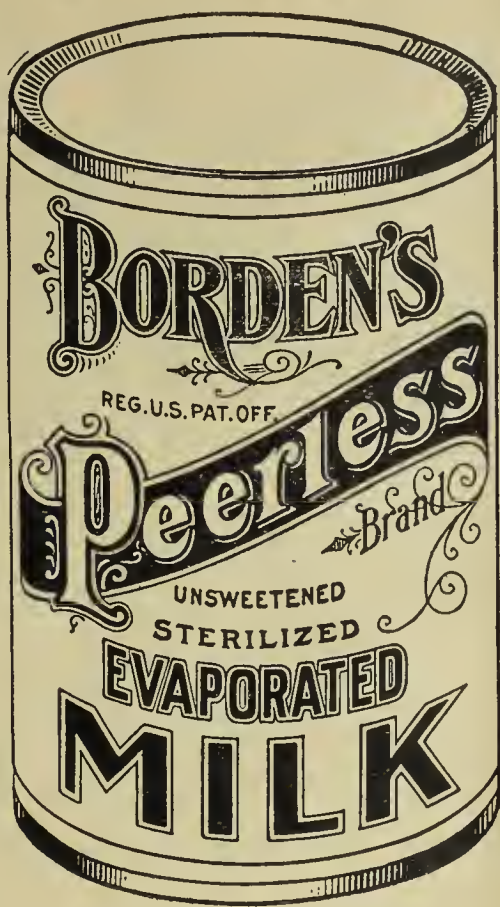
Some of these days this situation will be changed in part by the passage of employers' liability laws. At to-day the great majority of the states have no such laws, and in those States the employer is everybody's prey. Even in the States which have such laws he is to a certain extent everybody's prey.

(Copyright, July, 1914, by Elton J. Buckley.)

Question: "H," Mauch Chunk, Pa.—If A and B own adjoining lots and B builds a retaining wall on his lot, but right up to the line, will A stop B from using his (A's) lot while building his wall? In this case there are a lot of berry bushes right up to the line which would naturally be destroyed if B cannot be restrained from using the lot.

Answer.—B has no right to set foot on A's ground for any such purpose, and if he does so he is a trespasser and can be arrested. In assuming that the wall B is erecting is not in any sense a party wall, but is altogether on his own property. I should give B notice that you will consider such an act, on his part or anybody representing him, a trespass. Notice is not necessary to make it a trespass, but it may be wise as a matter of precaution.

NOTE.—Requests for information in this department should tersely set out full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."



**PURE
AND
NATURAL**

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Some Great Ideas for Side Lines.

"See here," an old customer of mine said to me last week, "what do you know about side lines? I've got to get more business somehow or other. I'm not making enough. I'm going to send a couple of my kids to pay school next fall and a lot of other new expenses are coming in then, and I've simply got to get more money. This is a good little business, but it's doing about all it can unless I put in some other lines. I thought of putting in a line of patent medicines and veterinary remedies. There was a fellow in here last week who wanted to put me in a line of those; he said I could make a hundred per cent. on everything. What d'ye think about that?"

"All right," I said, "go ahead—put 'em in. What do you care how many old ladies you kill?"

"Don't talk foolish," he said. "I don't tell people to take them, do I?"

"Sure you do," I said, "or you will. I've seen how that works out too often. You'll get in some Piper's Pet Pain Killer, and old Mis' Jones will come in to buy something and will unload a story on you of how she was up all night with her old man's bellyache. It won't be half a minute before you'll be handing her down a bottle of Piper's and telling her how a couple of doses will take sixty years off her husband's age. I know all about it. I've seen it done. I've even had it done on me. Only last month Jim Fletcher, a customer I've had for ten years, tried to push a corn cure on me that I'll bet a dollar would have put me in the home for crippled old salesmen. I wouldn't have believed it of him—I've done a lot of favors of Jim."

"There's a big demand for those things in this town," he said. "We've only got a couple of doctors here and they're always rushed to death—you never can be sure of

getting hold of them. People turn to the patent medicines."

"Oh you can sell 'em all right," I said, "no doubt about that. But I don't believe I'd want to sell 'em—darned dopes!"

"All right, what can I put in then?" he said. "You knock my suggestion, now give me another one. I've got room enough here to put in most anything."

"Why not put in women's hats?" I said. "You could be the hat model. I can see women coming forty miles to buy hats from you."

"That's about what I thought I'd get," he said. "Some people find it easier to pull down than to build up."

"Hold on!" I said, "before you turn that idea down why don't you see what there is in it? D'ye know anything about the money you can make out of women's hats? Listen here. All you need is four cents' worth of stuff. You shut your eyes and stick six pins in it and sell it for \$18. It's a cinch. If you sell a hat a week you're rich."

He was still mean and suspicious about it, and if I hadn't had such a good heart I'd have shut up and come away. But I did tell him about another customer of mine that put in woman's hats. Of course he had his sister to look after 'em, and he had a general store. The man I was talking to has a grocery, crockery and glass ware. Still, he had the women already coming in; that's the main thing. The other customer tells me he's making out real well with the hats.

"I'll tell you what's the very thing for you," I said, and he perked up and looked real hopeful. It was a blamed shame.

"You can run a matrimonial agency!" I said, "why the scheme was made for you! You've got a lot of women coming in every day, and every one of 'em, married or

not, is a customer for the agency. Money? Holy smoke, there ain't any end to the money! You can send my photo to all the old hens that want to get spliced—I'll even let you do that to help a friend along. Handsome and romantic bachelor, worth thirty millions, no indigestion. Call me Percy Prickly-heat."

"I'll cancel that order I just gave you," he said, "you're about as much use, outside of selling goods, as a dead roach."

Them loving words did touch my heart and I told him what I could about side lines. What I told him was I thought he ought to put in a 5-and-10-cent line. I honestly believe that that's where the easy money is to-day. If I had a store that wasn't making enough money, even if it was in Jerusalem, I'd turn it into a 5-and-10 as fast as I could do it. It would pay, too.

THE STROLLER.

Pennsylvania Organization Notes.

Allentown retail grocers and butchers will close at noon on Wednesdays during July and August.

The Pittsburg Grocers' Union will give a complimentary lunch to all who attend their picnic on July 22d. It will consist of sandwiches, cake, fruits and coffee. Tickets will be distributed by the grocers to their customers.

The Carbondale association will picnic at Lake Bedora on August 5th. On July 4th the merchants arranged with a circus company to give a performance as an advertisement for the town. The association has been successful in getting better train facilities and are now working on a co-operative newspaper to advertise Carbondale merchants.

The collection department reported \$500 collected during the month and have signed agreements or judgment notes for \$1,500 more. These bills ran from six months to fifteen years. This association is very much alive.

The Lock Haven association has a splendid credit rating system and the collection department is doing wonders.

State President J. Denny O'Malley gave a complimentary picnic to the people of McKeesport on June 15. About 4,000 persons were present.

The Pottsville association is making an earnest effort to rid the town of trading stamps.

The Meadville Business Merchants Exchange has taken new quarters in the Board of Trade Building. The new quarters were dedicated on June 5th. Mr. Dan S. Veith is the efficient president of this association, and Mrs. M. H. Leavelle, the secretary, is one of the most efficient executives in the State.

The Barnesboro association has adopted a constitution and by-laws and will elect officers at the next meeting. Regular meetings will hereafter be held on the second and fourth Thursdays of each month.

The following is a list of manufacturers in the Pennsylvania Plan:—

Franklin Sugar Refining Co., Carton Sugar.

Borden Condensed Milk Co., Condensed Milk.

Chas. W. Young & Co., Pure Borax Soap and Young's Products.

Francisco-American Food Co., Ready-Maid Soups.

P. C. Tomson & Co., Red Star Lye.

Miller & England, Store Fixtures.

Corn Products Refining Co., Karo, Kingsfords and Argo Syrup.

Wm. Wrigley, Jr., Co., Spearmint Chewing Gum.

Stollwerck Bros., Inc., Cocoa Butter Chocolate.

Diamond Gelatine Co., Delicacies.

Keep a record of all your purchases of above goods. Your secretary will provide blanks. Store display and push the sale of the goods. Use them in your home. Talk them to your friends.

manufacturer wants your good will. He is helping you to organize. Show him that your good will is an asset. Reciprocate. Help your association win an award.

The Allentown grocers and butchers have formed an organization under the name of the Retail Merchants' Association. Allentown grocers have been organized for a number of years, but the association has not been particularly active. Recently the City Councils passed an ordinance creating a Bureau of Meat and Milk Inspection and charging each dealer handling these commodities an annual tax. Being this tax unjust a mass meeting was called to protest against collection and to engage an attorney to defend the dealers and if necessary carry the matter to the courts. The outcome of this meeting is the rejuvenation of the association and the addition of a lot of new members. At the meeting held on July 6th Mr. Smedley was present and he addressed the meeting on the subject of organization. Plans have been made for a canvass of the stores for new members. Officers were elected as follows: first vice-president, A. R. Kline; secretary, E. S. Driesbach; treasurer, T. E. Ressler. The office of president is vacant until the right man is secured to fill the office. The association starts out well and should be a success. The new secretary is a capable young business man who enjoys the confidence and respect of the entire trade.

COX'S

Instant Powdered

GELATINE

Advertised throughout America, and well known to the nation's housewives for three generations. You can get it—pure and fresh—from your jobber at new prices, which allow you more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City



Sole Agents in
U. S. A. for
J. & G. Cox,
Ltd.,
Edinburgh,
Scotland.



**"I WANT YOU
TO SELL
THIS SOUP"**

Tell Your Clerks to Tell Your Customers That READYMAID SOUPS

(Concentrated)

Have a fresh, natural taste, no "extract" flavor,
Are made of absolutely clean, pure ingredients,
Contain no artificial color or preservative,
Are made in the "Visitors Always Welcome" Factory,
Are put up in sanitary cans, no solder, no acid,
Are guaranteed by the Franco-American Food Co.

Do This Because READYMAID SOUPS

(Concentrated)

will please your customers more, and pay you better profit, than any other concentrated soups. By pushing their sale you will increase your soup trade and *make more money*; you can buy Ready Maid Soups at less per dozen. We are giving you an extra profit to secure your co-operation instead of spending thousands of dollars in magazine and street car advertising and making you pay a high price. We believe a good word from you is the best advertisement we could get. Are we right? Will you recommend Ready Maid Soups and get that extra profit?

The Franco-American Food Company
JERSEY CITY, N. J.



WHAT TO TELL CUSTOMERS

"We'd like you to try this new concentrated soup, made and guaranteed by the Franco-American Food Co. You'll find it the finest you ever tasted."

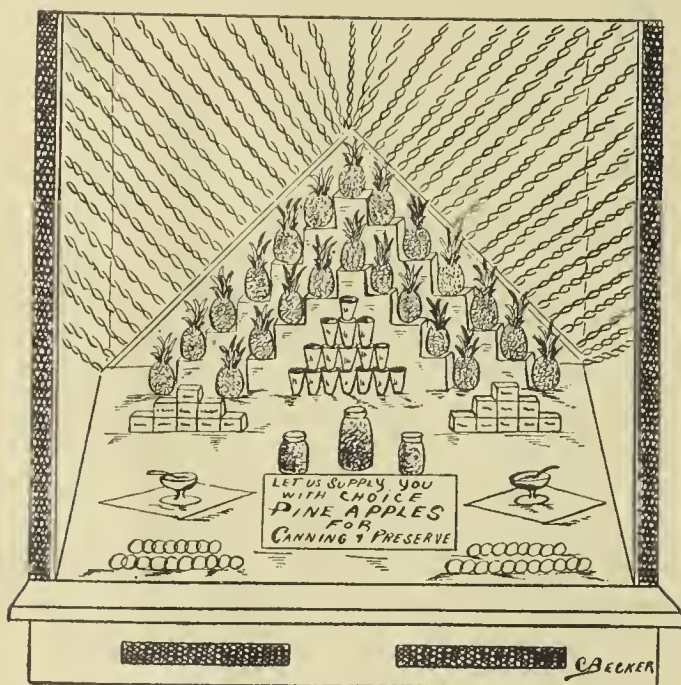
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Two Seasonable Trims

No. 1.

Pineapples are very plentiful just now and about as cheap as they will be; if you handle them make an attractive window display and sell twice as many. To arrange: First make the step pyramids for the rear. Get four boards about six inches wide and four feet long, saw three-cornered pieces out of them as a carpenter prepares to make sides for a stairs. Place two boards about six inches apart; cigar box wood will do for the steps. The next pyramid should be about one foot lower. Make it in the same manner; nail the top ends together and support them with a board in the center. When all finished, cover them with a light shade of green crepe paper, and stand aside and start to arrange the other side of the window. First nail two thin strips of wood, as illustrated, in the rear of the window; be sure that the center will be as high as the top of the pyramid, allowing space for a pineapple. Cut pale green crepe paper in long strips about two inches wide, tack them along the sides of the window, twist and fasten to the slant sticks in the rear, tack a

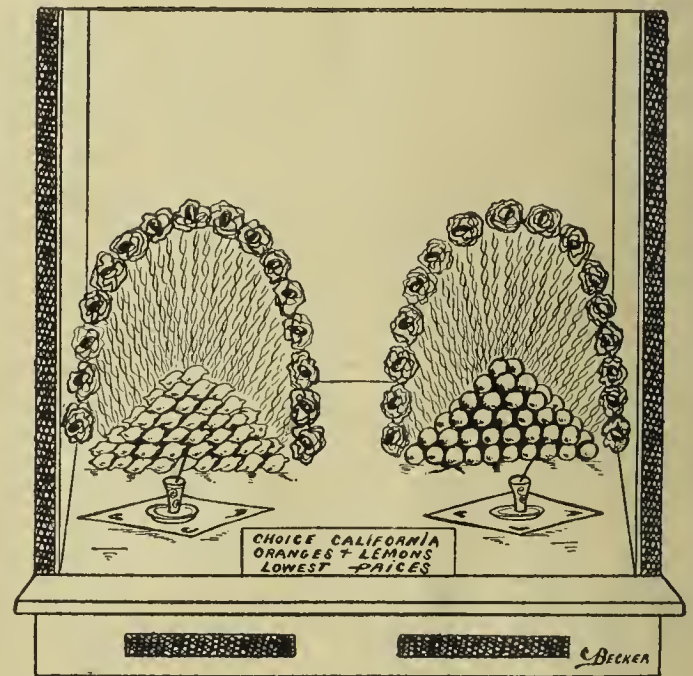


strip of the green crepe paper on the stick to cover it; this done, cover the bottom of the window with the green crepe paper. In the center towards the front place a large sign card with lettering as in cut. At each side place jar rubbers, and on paper napkins display some pineapple jelly in glass dishes. Back of them place a pyramid of parawax; in the center a quart

and two pint jars of home-canned pineapple. Then make a pyramid of empty jelly glasses towards the rear, in the center. This all arranged, place the two step pyramids at the rear, and on each step place a choice pineapple.

No. 2.

The attractive electric display of California oranges and lemons is certainly attractive, especially at night. To arrange this trim, first cover the bottom of the window with lavender crepe paper. About in the center of the window place two arches, large hoops will answer nicely; they should be at least three feet high in the center. Wrap one hoop with lemon color crepe paper and the other one with orange color crepe paper. Make paper flowers of the same shades, and in each flower place a tiny electric light globe, the kind used on Christmas trees; the red globes show up the best. This done, now place



neat sign card in the center of the window, in front. On paper napkins display a glass of orangeade and lemonade on a plate. Use a fine china plate and shell glasses. Place a few slices of the fruit in each glass, also a straw. Under the one arch place a pyramid of oranges and one of lemons under the other. Use all perfect fruit for this. Cut the two colors of crepe paper in long strips, about an inch and a half wide, pin the one end to the arch, twist and fasten to the bottom at the rear. Use the orange color paper above the pyramid of oranges and the lemon color above the lemons.

Looks Like Large Currant Crop.

All indications point to an unusually large yield of currants for the year 1914-15. Indications are that the crop of 1914-15 will be about 10 per cent. larger than that of 1913-14. The Vostizza and Gulf crops (the highest grades), which last year were greatly cut down by late rains, will apparently be abundant this year. Such damage as the crop in general has sustained has fallen in the districts lying from the

city of Pyrgos south, where the provincial or lowest grade of currants is produced.

Sears, Roebuck & Co. Have 6,000,000 Customers.

In a recent interview, I. S. Rosenfels, advertising manager for Sears, Roebuck & Co., says that right now the company has more than 6,000,000 names of live customers on their lists, a very large per cent. of whom are farmers, or living

outside of corporate towns and cities. He also asserts that the business their house and other mail order houses are doing within the confines of large cities and towns is growing, and that a more determined effort is being made to get such business. Both this company and Montgomery Ward & Co. have recently made efforts to attract business in the city of Chicago, which has heretofore been practically abandoned by them. It will probably surprise mer-

chants in larger cities and towns learn the extent of business going from the town to such houses.

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio



PROFIT INSURANCE

Walker Bins Insure Your Profits and We Insure Walker Bins—Free

When you "buy" fixtures from us we hand you a policy of insurance, with the invoice, assuring you against having to "buy" other fixtures on account of wear and tear. You not only "buy" fixtures that are perfectly made of perfect material, but, you also "buy" SERVICE, and GET it. We take care of you. 8,000 tickled-to-death grocers endorse WALKER BINS—8,000 reasons for you to "buy." NOTE—We've quoted the word "buy" all through this advertisement, but, we'd rather quote "YOU." Will you let us do it? We've told our life story in catalogue "G." Write for it.

WALKER BIN COMPANY Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding
PENN YAN, N. Y.



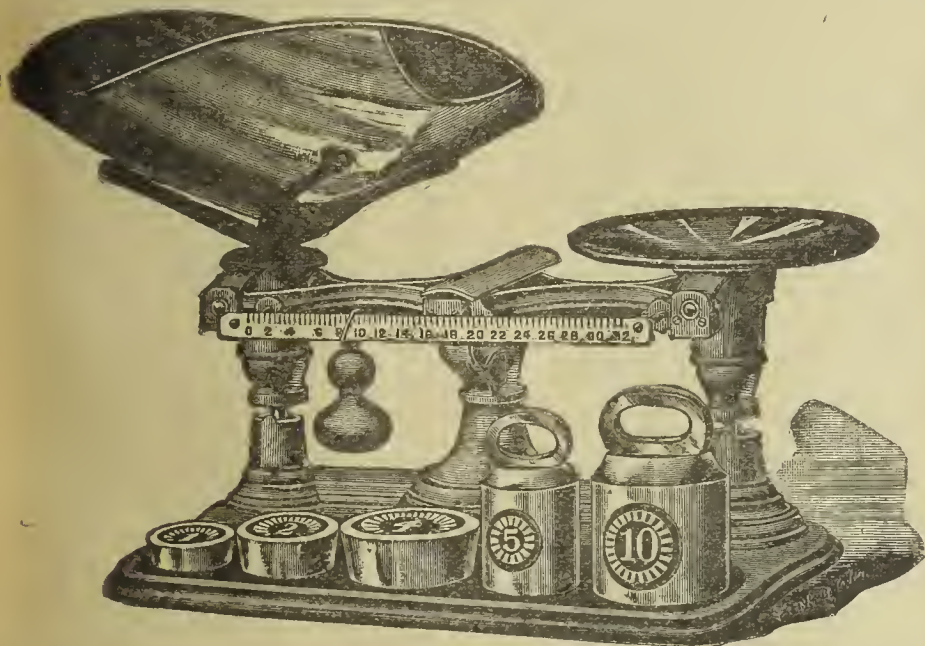
WHERE the GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

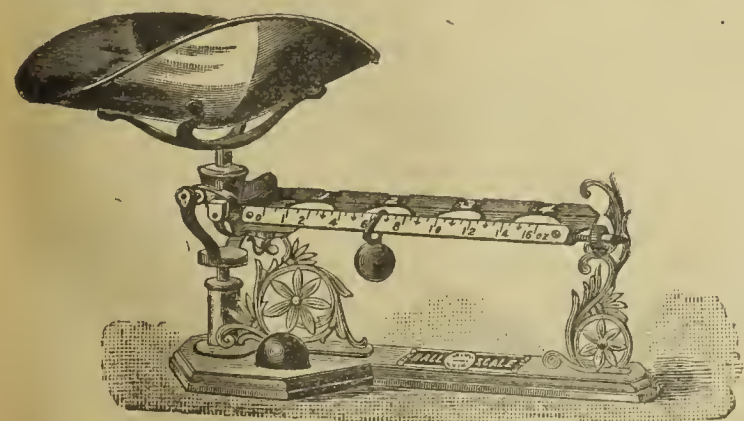
No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

Croft & Allen Co.
PHILADELPHIA, PENNA.



Troemner's No. 151 B, "AGATE" Bearing Scale, sensibility 1-32 oz. Leaves your profit in the bin every time. NO OVERWEIGHT.

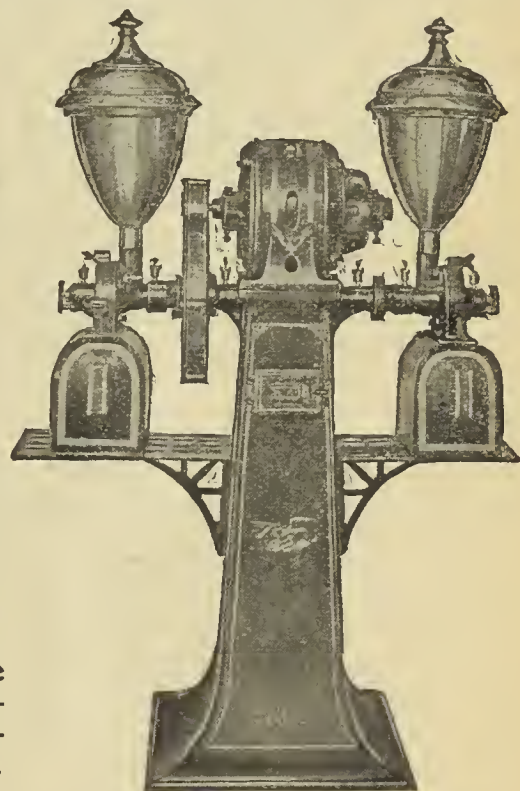


Troemner's No. 44, "BALL" SCALE

Standards of Excellence
Used by All Leading Grocers

Troemner's New Electric Coffee Mills

The ONLY successful machine of the kind on the market. PULVERIZING and GRANULATING coffee as it should be done.



FAMOUS "STAR" COFFEE MILLS
STEEL and AGATE BEARING GROCER SCALES
TEA, COFFEE and SPICE CANS AND BINS

Don't be talked into something "just as good;" there is NOTHING like GENUINE TROEMNER FIXTURE. WRITE FOR CATALOGUE.

Henry Troemner

No. 911 ARCH STREET . . PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street . . CHICAGO, ILL.

GENERAL AGENTS FOR UNITED STATES

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—To buy, one refrigerator, 6 x 5 x 8; one refrigerator case, 10 x 3 x 3; one refrigerator machine for two boxes and one case. Address Chevy Chase Supply Co., 5610 Connecticut Ave., Chevy Chase, D. C. 2

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—An old-established general store business in a growing town, about twenty miles from Philadelphia. Doing a business of \$36,000 to \$40,000 a year. Will sell at inventory. Stock consists of groceries, notions, boots and shoes, dry goods and such other goods as is generally kept in a general store. Address G. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

FOR SALE.—On account of ill health, grocery business in city of 28,000 population. Doing a business of \$35,000 to \$40,000 per year. Will sell for \$4,000. Stock, fixtures and auto delivery. Address H. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FOR SALE.—Stock and fixtures of a good corner grocery, confectionery, ice cream, cigars, etc. Will sell at a very low figure if sold at once, \$325. N. W. corner Wolf and Hamberger Sts., Philadelphia. 2

FOR SALE.—One of the oldest established grocery stores in the city of Easton, located in growing section and doing a good business that will stand investigation and could be enlarged with fresh meats. The owner wishes to retire from the business and will sell stock and fixtures and give lease on store to suit purchaser, or will sell property. For further particulars address Easton Grocer, care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FOR QUICK SALE.—Grocery business, stock and fixtures, doing a good cash business. No delivery. Will inventory \$3,000; will sacrifice for \$2,500 if sold at once, in order to go into wholesale produce business. Address Lock Box No. 1, Brockton, N. Y. 23tf

FOR SALE.—Good paying grocery store, with 14-room house attached. House has all improvements. Large lot, with brick barn, wagon shed, wood shed and corn crib. Located in good town on Pennsylvania R. R. Only one competitor within ten squares. Address B. B. 3, care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 5

FOR SALE.—Established general department store, dry goods, ladies' ready-

to-wear, shoes and groceries; will in-voice about \$15,000. Located in the best enterprising town in Southeastern Pennsylvania. Sales have increased one-third over last year. Unusual opportunity. Address care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FIXTURES

FOR SALE.—One butcher's refrigerator, 5 x 8 x 10½, standard make, in excellent condition, only used one season. Will sell for \$100, as I have no use for same. A bargain. Address E. H. Spotts, Milton, Pa. 2

FOR SALE.—One set Fairbanks scales, with side bar; capacity ten pounds. One coffee mill; will be sold cheap. Apply 2064 S. Cecil St., West Philadelphia. 5

FOR SALE.—One Enterprise second-hand coffee mill, \$3. One oval front, eight-foot nickel trimmed glass case, \$9. Address Heilbish & Gundy, 442 Market St., Sunbury, Pa. 4

FOR SALE.—National cash register in perfect condition; a bargain. Address G. D. Mancill, 36 S. Fortieth St., Philadelphia. 4

MISCELLANEOUS.

FOR SALE.—Sixty-gallon coal oil tank, with pump; has been used some time,

but in good condition. Will sell same cheap. Address E. Barry, Myerstown, Pa. 5

AUTOMOBILES

FOR SALE.—Maxwell touring car, Model H. B., '07. Two cylinders, 20-horse power. Would make a good truck. Address Box 425, Andover, N. Y. 5

EXCHANGE.

WANTED.—To exchange a good grocery store for real estate near Philadelphia. Address Lock Box No. 1, Brockton, N. Y. 5

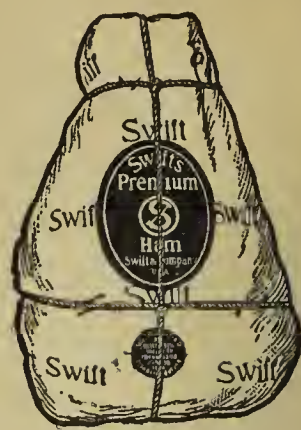
HELP WANTED

AGENTS WANTED.—To sell the greatest remedy on the market for corns, bunions, eczema, burns, etc. Liberal commission. Address W. S. Haupt, Shamokin, Pa. 7

WANTED.—Experienced man in the grocery line wants position as grocery clerk in or near Baltimore. Not afraid of work. Address H. S., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 3

HELP WANTED.—Salesman. Old established wholesale grocery house wants experienced salesman with out-of-town trade. Good inducements to the right parties. State territory. Address K. F., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 15tf

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf



We take First Pick and Make

PREMIUM HAMS

That's why you and your customers can rely on SWIFT'S PREMIUM HAMS being good all the time.

Grocers who have trouble over the "ham question" are selling hams of questionable quality. There's no question about SWIFT'S PREMIUM HAMS; their tender meat, fine grain and delicious flavor never fail to please and bring trade back for more.

Swift & Company, U. S. A.



We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVIII.

PHILADELPHIA, July 20, 1914.

No. 3.



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PUBLISHED WEEKLY BY THE
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An independent journal published ex-
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ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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How Shall a General Merchant Keep His Stock Down?

An Interesting Discussion of an Actual Case. A Ready-Made Plan Dissected and Discussed. No More Important Point Than Keeping a Stock Constantly Moving and Fresh. How Department Stores Do It.

Mr. Miles W. Bliss, a grocer and general storekeeper of Tunkhannock, Pa., submits a business problem that has probably arisen in the experience of many another reader hereof. It is therefore published and discussed here:—

Noticing in your last issue in "Service Department" that you have a staff which is pretty expert about most things connected with merchandising, and which you say it at the service of subscribers, we are writing you in regard to our problem.

To start with, we are in a very conservative old town (county seat of Wyoming County), 30 miles from Wilkes-Barre and about 35 miles from Scranton. Both these places draw a considerable trade from this section, and particularly the town people. We have no foreign element here and our business is largely with town people, although we have some farmer business, but not as much as we would like. We have a good farming country around about and most of the farmers are prosperous and the outlook for crops this fall is unusually good.

Our problem in a nutshell is that we have too many goods for the amount of business we are doing. We should say that 25 per cent. too much would be a very conservative estimate. We have been in business here about eight years, having bought an old-established business of good reputation, with a stock at inventory of about \$9,000, which had been reduced by sales to that amount from around \$14,000 to \$15,000. We are carrying at the present time about \$20,000 in stock and fixtures, divided about as follows: \$2,500, groceries; \$3,500 shoes; \$2,500, fixtures; \$12,000, dry goods and carpets. Our stock has been increasing from year to year and we have been unable to keep it down, because our trade want the newest stuff and will not buy last season's stuff, even at cut prices (cost or less).

We have done some advertising, but without very much success, as trade keeps about the same year in and out. Have tried local papers, circular and other kinds of advertising, but the goods which we want to move, without very gratifying results.

We saw an advertisement of a sale plan that looked pretty good, inasmuch as they advertised that the plan would cost nothing, unless used, and then only \$5. It is one of the green ticket variety, with plenty of advertising in local papers and by circular, with a number of stunts to get the people talking and bring them into the store, which is supposed to be closed one day to get the goods marked and ticketed with the regular price and cut price piled up on counters, tables, hung from rods through center of store and other devices of displaying them and get them in sight. The goods which are staple, seasonable and readily

salable to be kept in the background, although to be marked down for the sale and also ticketed with the green tickets. There are also to be banners inside and outside the store to attract attention to the Cash Converter Sale, which is not to be a closing out sale, however.

Now, we do not personally think much of such sales, but if it will get results, namely, *cash*, we would like to try it out, if it will not cheapen our store or have a tendency to hurt future business.

We would certainly like to reduce our stock at least 25 per cent., as we could use the cash to very good advantage just now, and would like to dispose of these accumulations of slow selling merchandise, even at a loss, although they are for the most part in good shape and good condition and in some towns would bring 100 cents on the dollar. Don't get the impression from the above that we have a lot of old shop-worn goods on our shelves, because we haven't; it is all in pretty good shape, only the people want new stuff, and will apparently pay regular price for the goods that suit them.

We would like your opinion in regard to a sale of the kind we have tried to describe. Guess we had better send the plan along for your examination, which please return as soon as possible.

Every general storekeeper experiences this difficulty of keeping his stock within bounds, especially if he handles dry goods and other lines where fashion is a factor. He is compelled to keep his stock up-to-date—the fashion and women's magazines circulated by the million have seen to that—and unless he constantly keeps cleaning out the accumulations, he will soon find himself swamped. Such a situation can easily become dangerous and every possible thing should be done to avoid it. This correspondent is strongly advised to cut stock down at least 25 per cent., and probably 33⅓ per cent. would not hurt. This especially applies to the \$12,000 dry goods stock, which is much too large for the business that we assume is done in a town of this size. A total stock of \$17,500 is so unwieldy that it cannot possibly be turned over as often as a retail stock should be.

The large department stores all use modifications of the same method of keeping their stock clean. As soon as there are accumulations, they are cut in price and ad-

vertised, and in a short time are gone. Many have special days—"Clover Days," "Coupon Days," or "Opportunity Days," on which large numbers of articles—those which it is particularly desired to get rid of—are tagged and sold at reduced price. There is nothing which the large city department store looks closer after than keeping its stock constantly moving and fresh. None of these stores tolerate for a minute the slightest indication on the part of any line to lag behind. If an article does not sell readily in the ordinary course, it is stimulated by extra work on the salesmen's part, and by advertising. If it does not sell then it is cut in price and pushed bodily out.

Now as to the plan which Mr. Bliss sends on for the opinion of this paper. It is devised by H. C. Johnson, of Coventry, Col., and is copyrighted, so that we will not refer to it except in general terms. It is called the "Cash Converter Sale" and is intended to turn stale stock into cash. Briefly, the plan involves a rearrangement of the stock which would put at the

front the goods which were to be moved, and at the back the goods which are staple and do not need to be pushed out. There is a special excursion for out-of-town people, a scheme to give away baskets with your label pasted on, special window displays and a campaign of special and conspicuous advertising concessions to customers who influence other sales, special rebates upon presenting cards, ending with a "last day" effort, which is intended to cap the climax. Of course everything is to be sold for cash. We see nothing undignified about the scheme, and believe it would succeed in moving considerable stock. There is nothing particularly new in it—its value lies mostly in the fact that it is worked out and is presented as a concrete, complete plan with everything ready. Naturally all such ready-made plans have to be used with intelligence and should usually be modified to fit more closely each individual case. They ought to be treated more as a nucleus, or as a guide on which to build a plan directly adapted for the particular need of the man using

Express Companies Fearfully Hit By Parcel Post

Official Figures Show That all the Big Companies That do Short Haul Business are Now Making Deficits Instead Their Former Large Net Income. Adams Drops From \$172,296 Income to \$567,765 Deficit. Other Companies Had Same Experience.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., July 16, 1914.

Figures prepared by the Interstate Commerce Commission show that the big express companies have been fearfully hit by the parcels post laws. The larger companies suffered a reduction of 84.4 per cent. of operating income during the first nine months of the fiscal year ending June 30th. In dollars the reduction was from \$3,793,638 to \$589,740, a loss of \$3,203,898.

The period covers the operations of the now defunct United States Express Company, which when it went out of business, attributed its going to the competition of the parcel post and the reductions made in express rates by order of the Interstate Commerce Commission, al-

though before either was a fact the business of that company had been decreasing.

These figures, prepared by the division of statistics of the Interstate Commerce Commission, show that the Southern and Western line companies are the only ones able to keep out of the positive deficit column. They are the ones that handle the long hauls in which the profit lies. Express, in common with other railroad service rates, increase with the distance, but e-

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

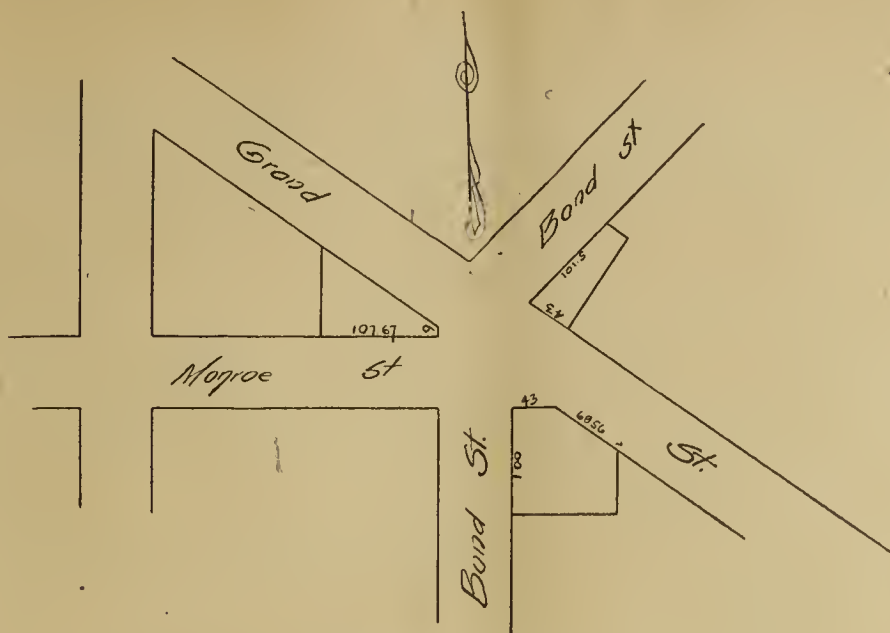
Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Business Property

FOR SALE AT
RAHWAY
NEW JERSEY

OWING to the owner wishing to retire from business, he is offering for sale an old-established business in a city of over 10,000 inhabitants, in which there are located a large number



*Map of property belonging to
J. Malcolm Brookfield, situated
in The City of Rahway, N.J.
Scale 1" = 100' *Freeman & Son*
*City Surveyors**

storage of household furniture, from which an income is received. On the other corner is a store with living apartments (see illustration No. 2). The properties offered for sale include three of the five corners.

This is an unusual opportunity for an active, energetic man to get a first-class business stand. Rahway is twenty miles from



(No. 1) Store and Residence, facing Grand Street, corner Bond Street



(No. 2) Facing Bond Street between Monroe and Grand Streets

of manufacturing establishments. Several of them are near the store. The property consists of a Grocery Store, with living apartments above (see illustration No. 1). Opposite the store is the Warehouse (see illustration No. 3), first floor of which is used for storage of groceries and feed, and the upper floor used for the



(No. 3)

New York City via P. R. R. One-half the purchase property price may remain on mortgage. The buildings could scarcely be built for that sum to-day.

All stock and equipment can be bought separate, at an attractive price.

Apply to

UEL FREEMAN & SON
RAHWAY, N. J.

penses do not. On an express package from New York City to Tarrytown the essential express expenses, that of pickup and delivery, are the same as on a package carried from New York to San Francisco. Statisticians have figured that the expense accruing by reason of a messenger riding in the car on the long trip is hardly worth figuring on a given package. The cost of picking up and delivering counts.

That is believed to be the chief reason why the Adams, American and Globe show great reductions of their operating income, while the losses of the Western and Southern companies were not great enough to force the income account into the minus column, although all suffered reductions in comparison with the corresponding period of the preceding fiscal year.

The Adams Company ran down its operating income from \$172,296 to a deficit of \$567,765, of which \$116,329 was incurred during the month of March, 1914. During the nine-month period the American fell from an operating income of \$689,568 to a deficit of \$607,898, of which \$128,486 was incurred during March of this year.

The Globe Company's operating income of \$28,223 was wiped out and a deficit of \$20,991 took its place. The Great Northern, owned and operated by the Great Northern Railroad as a branch of its transportation system, suffered a reduction in its operating income, from \$194,678 to \$144,270, and kept so far away from a deficit that it is one of the shining exceptions in the balance sheet. The Southern, another of the companies with profitable long hauls, felt the pinch of competition and lower rates to the extent of a drop in operating income from \$992,717 to \$640,404.

Wells Fargo & Co., which took over the remnants of the United States Company, suffered a reduction of operating income of substantially \$516,000, but remained out of the deficit column, having an operating income of \$814,622, as compared with one of \$1,301,088 for the corresponding nine-month period of the preceding fiscal year.

The Western Express Company, which has considerable short-haul business, had its operating income of \$37,008 converted into a deficit of \$33,724 during the nine-month period.

HOLT.

Big Co-operative Scheme in Trouble.

"United Retail Grocery Stores Co." Organized in Delaware Last Year With \$1,000,000 Capital, on Verge of Receivership. Internal Disputes and Lack of Funds the Cause.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., July 16, 1914.

A petition was filed on July 9th, in the United States District Court here by Amos H. Evans, an attorney of New York, asking for a receivership for the United Retail Grocery Stores Company, a Delaware corporation. Evans' nephew, Albert L. Evans, is made co-defendant and the uncle asks for a receivership to determine where \$400,000 worth of the stock of the company has gone. The filing of the petition followed the arrest of Amos H. Evans by his nephew and Hector C. Mitchell, secretary of the corporation. Evans was arrested after a dispute with Mitchell in which the latter is said to have been struck. Albert L. Evans is president of the company, his uncle, Amos H. Evans, is vice-president, and J. L. Harris is treasurer. A. H. Evans claims that his nephew has endeavored to put him out of his position as vice-president. It is said that no books were kept and that A. L. Evans controlled the company through Harris and Mitchell, and also that he secured \$400,000 of unsold stock for which he refuses to account.

The United Retail Grocery Stores Company was incorporated in Delaware several months ago with \$1,000,000 capital. It is alleged that no accounts or records have been kept of the company's business, and that there is no money available to meet liabilities. When the company was first launched it was loudly exploited in the Pittsburg and Ohio papers as a co-operative enterprise that was destined to reduce the cost of living and destroy the trusts.

Shares of stock were \$10 each. The avowed object of the company was to "buy up and establish grocery stores throughout the country and buy and sell for cash and to buy directly from the producer." The president, A. L. Evans, was a former salesman for a Baltimore house; the vice-president, A. H. Evans, is a local lawyer; the secretary, H. C. Mitchell, was local rep-

resentative of the St. Joseph and Grand Island Railroad; the treasurer, J. L. Harris, was formerly employed by a local steel company. Not one of these had had any grocery experience so far as can be learned. Another of the promoters was C. C. Truax, an ex-salesman for Staley's Starch stock scheme.

On July 22d all grocers and butchers will close up shop for the day and adjourn to West View Park for the annual outing of the Retail Grocers' Protective Union.

Fred R. Drake Gets Warm Over Net Labelling Laws.

Makes Some Sarcastic Suggestions For New Law. Wants Packer's Net Weight on Label, With Some Other Personal Details—Three Slaps on Wrist for Violation.

I offer the following suggestion for a new national labelling law, which I hope will be pushed through at once:—

HOUSE BILL No. 1,999,999.

An act entitled "An act to further stimulate, excite, foment a feeling of unsatiable curiosity and inquisitiveness on the part of legislative bodies, assemblages, gatherings, Congress, conclaves and of the consuming public, and to further irritate, exasperate, convulse and accelerate the neurasthenic conditions now obtaining among wholesale grocers."

Be it enacted, That hereafter, and from henceforth in the future, all receptacles, capsules, haversacks, satchels, boxes, cartons, vessels, vases, barrels, jars, panniers, hampers, trays, hods, scuttles, every utensil whatsoever, firkins, carboys, bottles, crocks, flagons, demijohns, flasks, cans, kettles, bowls, basins, cups and containers of food and other products shall, in addition to the multitudinous matter heretofore required, be labeled so as to set forth, show and advertise the following items, facts and figures, to wit:—

1. A life-size photograph, tintype or chromo of the packer and the members of his immediate family, his uncles, his cousins, once removed, and his aunts, his poor relations, and his beloved mother-in-law, five times removed, but always coming back.

2. The net weight of the packer, weighed in a bathing suit, with allowance for climatic shrinkage of the bathing suit; his complete Bertillon measurements, together with his finger prints, carefully imprinted on the label; birth-marks, or any other fascinating data.

Arrangements for the big event have been almost completed. There will be a number of sports and athletic contests on the programme and music will be supplied by the Pittsburg Civic Brass Band and McCreary Sisters Novelty Orchestra. Free lunch and coffee will be served from 11 to 2 o'clock. Preparations are being made for the accommodation of 20,000 people. The names of those who are committee chairmen follows: H. I. Donnelly, general; U. C. Bartlett, advertising and publicity; S. E. Palmer, sports and prizes; Bernard Buesker, transportation; I. Ros McKeever, dance; D. E. Durbin, lunch and refreshments; Charles Wachter, grounds; Herman H. Stult, finance; Leonard Rau, music; C. A. Bell, programme.

P. I. D. U.

3. A biographical sketch, outline or history of the packer, victim, goat, setting forth his ancestral taints and tendencies, with especial reference to his police record, if any. And in order to make the reading matter as interesting, attractive and exciting as possible, all biographies shall be edited by Laura Jean Libbey, Elinor Glyn, Lillian Russell and Bertha M. Mud. The labels to be copyrighted in all countries and New Jersey and the stage, music hall and moving picture rights to be reserved to the packer, his heirs and assigns.

4. A complete catalogue, index, table of the packer's physical points of interest, including his displacement, bulk tonnage, number and quality of the fillings of his teeth, the length of his nose and the color of his hair, and should he have none, the reason therefor, to say nothing of threat and thereof.

5. A full, free, frank statement of the packer's habits, foibles, delinquencies, out and indoor sports and pastimes, and also his daily routine, itinerary, beat and should he be out at any time of day or night, when he will return.

6. A declaration in red ink of all preservatives, condiments, cosmetics, hair tonics or cold creams used by the packer or his wife whereby damage or inferiority may be concealed.

Finally, the labels containing the above encyclopaedic information, facts, figures and fiction, shall not, as regards quart containers, exceed 24 feet in length and 6 feet in width, or be printed in type smaller than pica. English preferred.

This act to take effect not later than three months prior to its passage.

Any attempt on the part of the packer to give false, misleading or ambiguous information on the

aforesaid, aforementioned four and twenty foot labels shall be subject to the following penalties or fines:

First offense.—The culprit shall receive three stinging slaps on the right wrist.

Second offense.—The culprit to have his umbrella broken and the community to pray for rain, or both.

FRED. R. DRAKE.

Easton, Pa., July 15, 1914.

Government Decision in "Package" Hams Conveys Hint to Chief Sweeney of Pennsylvania.

Hams and Bacon Covered with Sacking Are Not "Packages" Under Federal Net Weight Law. Pennsylvania Chief Sweeney's Reported Attitude on what are "in Package Form" Under New Commodities Act.

Some time ago a question arose as to whether hams and bacon, after being covered with sacking in order to retard shrinkage and prevent spoilage and uncleanness, were to be considered as in package form, so that the net weight must be printed upon the label under the new Federal net weight law. The question was brought to the attention of the United States Department of Agriculture by the Chicago packers. The Department after consideration, has decided and now announces that such goods are not in package form and need not bear the statement of the net weight upon the label. Of course, the decision is the only sensible one.

Perhaps this may convey a hint to Chief James Sweeney, chief of the Pennsylvania Department of Weights and Measures, who has shown a disposition to push the new Pennsylvania net weight law further than it can reasonably or legally be carried. The commodities act is referred to, in which it is provided that if in package form, the food and other products covered by the act shall bear upon the label a statement of the net weight, etc. Mr. Sweeney is taking the position that everything is "in package form" which is put into a package or container in a retail store. In other words, eggs sold from a crate and put into a carton or paper bag; vinegar drawn from a barrel into a bottle or jar, and so on. This would make everything "in package form" except something like molasses run into the customer's own receptacle, and is manifestly ridiculous. So far as is known, the State officers have made no effort to enforce this attitude as yet, but they may.

Our Ads. will be Salesmen for You

If You Display

**WRIGLEY'S
SPEARMINT**

where everyone will see it

We make people *want* it. But they may *forget* it if you don't take care to have them see it.



Every package you sell by displaying it is extra profit in your pocket. Make

**WRIGLEY'S
SPEARMINT**

advertising advertise *you*! Put it where it's easy to see and buy.



TELL CUSTOMERS:

"Ever try **WRIGLEY'S SPEARMINT** after eating? It refreshes your mouth and helps digestion wonderfully. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Here is an interesting dispatch
 Not So Pitiful As clipped from a
 It Looks. Philadelphia
 newspaper:—

San Francisco, Cal., July 11.—A grocery bill for \$300 bids fair to prevent forever the hopes of John Neimi and his little family of gaining competence in California and freeing themselves from debt. Neimi, his wife and their three small children, arrived here last week and were arrested as they stepped from the train, a warrant sworn to by a grocer in Rock Springs, Wyo., having headed them off.

The entire family now is in the city prison a small section of which has been converted into dormitory for the mother and children. The latter were taken to the Juvenile Home, but the mother grieved so that Lieutenant Tobin, in charge of the prison, ordered them brought there when he learned of her grief.

Neimi says that it was impossible for him to make a living in Rock Springs, and that, obtaining a position in Fort Bragg, he took every cent he possessed and bought tickets for that place. He will be held until an officer arrives from Rock Springs, or the charge is dismissed.

Should the charge be dismissed? That depends. If the debtor, before he left home, made an honest effort to pay his debt, if he found that if he stayed there he would not be able to pay it, and if he then went to his creditor and told him that, making a promise to pay it as soon as he got established in his new home, then the charge might be dismissed. But the writer has no idea that anything like this has happened. We would be willing to make a small wager that the debtor went airily away without saying anything to his creditor about the \$300 debt, and without caring very much about it. That is the way most debtors do, and if this one did that, the charge against him should not be dismissed. He should sweat in jail until there is burned deep into his consciousness the fact that a man who does not pay his grocery bill when he can, is no better than a thief.

But could he pay it? Certainly he could. Practically all debtors could pay their grocery bills if they wanted to, and that is why so few of them are entitled to consideration. Possibly they could not pay them in full to-morrow, possibly they could not pay even a dollar a week on account of them, but they could pay twenty-five cents a week, every one of them. Paying

twenty-five cents a week would in time pay the debt, and would show good faith. A surprising percentage of debtors fail to see this—they think all the excuse they need for not paying a \$100 grocery bill *at all*, is the fact that they can't pay it in full to-morrow. We have no hesitation in asserting that except in rare cases, every man who owes a grocery bill can pay it in some way.

Another promotion scheme of loud and fulsome promise, has followed the way which *every other* enterprise of this character has followed up to the present time. It is the United Retail Grocery Stores Company of Pittsburg, Pa., a Delaware \$1,000,000 corporation that promised, when organized about a year ago, to move mountains and perform miracles. An application has been made for the appointment of a receiver.

The promoters of the U. R. G. S. Company, when they started out to exploit their scheme, did what all other promoters of the same class do—they went to the Pittsburg papers and unfolded a glittering story of retail grocers banding together to destroy the trusts, to eliminate the middleman, and to reduce the cost of living. The papers always swallow this sort of guff without investigation, and they did in this case. Hundreds of shares were sold on the strength of that publicity, which continued for days. The scheme was to start co-operative stores, or to buy regular stores and turn them into co-operative stores, and as painted by its press agent it looked fine. Just like the scheme of the National Co-operative Association of Philadelphia, whose promoter went to the papers with the same sort of tales. In both cases the effect of the free publicity soon wore out, and as the concerns had very little behind it, the inevitable happened. The Philadelphia scheme is dead and its big demonstration store on Market street has been closed. The Pittsburg enterprise is facing a receivership, which may be appointed for

it even before these words are printed.

There are two morals: The first is that it is not so easy to work these wonderful revolutions that have been promised through the papers, i. e., to eliminate the middleman and reduce the cost of living, and that it is particularly hard for fourflushers to do it. The second is that the way to float an enterprise is to do some performing before you do any promising. Where you make promising take the place of performing, it is only a question of time when some discontented stockholder will take you into court. There is a third moral which, however, is more a fundamental principle than a moral:—Don't *lie* about your scheme and don't promise *anything* that you are not more than sure you will be able to perform.

We take the following pregnant story from a drug paper:—

True.

The shop boy was filling some quinine capsules in a slipshod manner. The proprietor came up, and, after watching him for awhile with growing dissatisfaction, took the job away from him and proceeded to fill the capsules himself. Meanwhile, the boy looked out of the window.

"You'll never make a drug clerk," declared the proprietor, as he filled capsules. There was a traveling salesman in the store who knew the proprietor very well, and who was not adverse to talking plainly.

"The boy doesn't know how to be a clerk," remarked this salesman, "and you don't know how to be a boss."

"What do you mean?" demanded the druggist.

"Just this, that you are too ready to do a clerk's work. Your job is that of being the boss, and you ought to stick to it. Your time is too valuable to spend in doing a boy's work. Show the boy what you want done. Then supervise him and see that he does it. But don't do his work for him."

The druggist thought this over for a few moments. Then he called the boy back and explained what he wished done. The boy has been a better clerk ever since, and the proprietor has been a better boss.

This splendidly supports what we have so often contended—that the average employer does not know how to make his clerks efficient. He is content if they seem to do the work of the moment fairly, without caring whether they *develop* them-

selves or their positions, though such a development would mean greater sales to him and greater profits.

A clerk ought to be fertilized and cultivated like a piece of ground. Hundreds of clerks are willing and able to produce results if they are only shown how.

To the person with ingenuity and experience, who is seeking new outlets for his energies, the "Modern Merchant and Grocery World"

A Grateful Suggestion.

suggests that a correspondence course be devised for the particular use of retail merchants already in business, upon the following subjects:—

1.—How to know at all times how much money must be gotten back from an article of merchandise to repay the seller all he has put into it. How to find what has gone into it and the value thereof.

2.—Advertising for the peculiar needs of retail merchant in the country town.

3.—Ways and plans for accomplishing certain results in business such as reducing the stock, adding new departments, changing from credit to cash, keeping collections fresh, store arrangement and so on.

4.—Tested ways for treating employees so as to get the most from them. The adaptability of plan like profit-sharing to a small or medium-sized business.

The "Modern Merchant and Grocery World" regards the above subjects as perhaps the most important of the many which a merchant needs to know in order to succeed. There are dozens of schemers who have systems for sale which fail under one or the other of these heads, and some of them are good. But most are mere schemes, offered only to make money for the seller. That is not what is wanted. Light should be thrown on *all* these schemes, not from the standpoint of the seller, but from the standpoint of the *buyer*. All the good trade papers publish articles on these subjects. The "Modern Merchant and Grocery World" alone is on a steady hunt for all of such matter.

it can get, but space is limited, and has to be divided among so many subjects that nothing can get quite adequate treatment. A correspondence course on the subjects, written by trained men, would have immense value and somebody ought to get it up.

National Convention of State Food Commissioners Elects Pennsylvania Commissioner President.

The American Association of Dairy, Food and Drug Officials held its annual convention at Portland, Me., during the week. Dr. Carl L. Alsberg, head of the Bureau of Chemistry of the United States Department of Agriculture, was a speaker on Wednesday. His subject was "General Standards." Officers were elected as follows: President, James Foust, Pennsylvania; vice-president, J. A. Roberts, Maine; secretary, W. B. Barney, Iowa; treasurer, Frank A. Jackson, Rhode Island. The most efficient methods of meat inspection for small communities, publication versus prosecution as a means of abating food trade evils and the value of specialized counsel in food laws were subjects discussed by other speakers.

String beans from nearby points are plentiful—25 to 30 cents per basket. Jersey cucumbers are also in market at 40 cents per basket and white squash at 10 cents.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Dover, N. J.

"That's What I Want."—You know what a stiff stone is.

A stiff stone is apt to be spick and span all right, but you don't run into things in it. Year in and year out the same things are in the same places.

Deliver us from stiffness.

When you hear a dozen women daily say, "that's what I want," you're not in the "stiff" class.

Fifty live summer reminders on fifty plates with fifty prices on them will make fifty sales that wouldn't be made if everything was kept just in place.

Put things out of place if you want to sell them.

Women don't strain their eyes to

look over your line of shelf goods, no matter how neatly they are arranged, but she'll pick up a bottle of pickles, and a can of lobster, or a jar tongue, when laid out under her nose and say, "that's what I want."

She may "have" her coffee man and her tea man and even her delicatessen man, but you with your layout and she in her buying mood, closes the deal.

Display Is an Invitation.—It simply says we mean business—we placed these things here for you, they all look good to us and it's the time of year that you need them.

You're a funny housekeeper if you don't use vinegar with your to-

matoes and oil with your vinegar and mustard with your oil.

Storekeeping is one suggestion after another. That isn't the way Mr. Hubbard would put it but that's the way all the same. And remember young man, it's a profit time. It's a time when the little things count. Three for a quarter tomatoes is out of it, but bottled goods and dainty canned goods and general tid-bits are in it.

"That's What I Want" is inspiring. It goes to show you have hit the mark. It proves that it pays to dig things out and get them into daylight.

Look at the dry goods people—they never cease their shows.

Aren't seasonable foods just as important?

In reality are they not far more important?

Spread Yourself.—Get out the summer things.

The public won't bother to figure out much beyond boiled ham and German mustard for lunch. They have no idea the variety of stuff you have stored away that would

38—You should push nationally advertised goods to the front because the percentage you can make is far greater from nationally advertised products than from non-advertised products.

¶ A woman comes in and asks for a nationally advertised cocoa, on which you make 6 per cent. net. There is no talk, no argument, and very little work. Suppose you consider 6 per cent. too little and start to sell her an unknown brand instead. You make the sale, but you work hard for ten minutes to do it, and you may have more work if she comes back to complain because it isn't satisfactory. The profit is ten per cent. net, but on which sale have you really made the most? On the first you need little more than interest on your investment, because there was little or no work. On the second you need not only interest on your investment, but a return for your work.

¶ This is really the whole case of nationally advertised goods vs. non-advertised goods in a nutshell. Consider it carefully.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domine Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

taste just right and "THAT'S WHAT I WANT."

A Sharp Point for Grocers as to Selling Condensed Milk.

One reason for the high cost of living is the milkman. Also he is responsible for the complaints of some of the grocers because of the smallness of their profits. Few of the people who have milk delivered every morning at their doors realize that they must pay the dairyman for something more than the milk they get. It has never occurred to them that they are helping to pay for the hay and oats that are eaten by the horse the milkman drives and for the up-keep of the wagon to which the horse is hitched. In addition to this, every consumer must contribute his pro rata share of the price which the dairyman has paid for the horse, the wagon, the harness and the cans.

But that is not all. The driver isn't working for nothing. Every consumer to whom he delivers milk must pay a part of the wages he gets.

It is not necessary to offer proof of these facts. They will be fully understood as soon as they are mentioned.

Because the extra charge for delivery amounts to only a few pennies or a few nickels a day, the average consumer is likely to let it escape his notice. If the whole sum he contributes during a year toward the establishment and maintenance of the delivery service were to be collected at one time, he would sit up and take notice.

It has remained for the Pacific Condensed Milk Co. to inaugurate a system whereby the grocer may get the benefit of the price which the consumer pays for delivery. This company is persuading grocers that the milkman may be dispensed with.

There is no reason why the grocer who furnishes his customers with sugar, flour, vegetables, etc., should not furnish them with milk also. When he delivers the provisions that are ordinarily sent out from a grocery store he can deliver milk, with no extra expense to himself.

This is made possible by reason of the fact that Carnation Milk can be handled easily and with no waste. It is furnished in hermetically sealed cans of convenient size. It is always clean, pure and as sweet as when fresh from the contented cows that produce it.

In addition to serving his own interests, the grocer who induces a customer to buy Carnation Milk renders a valuable service to him and his family. Carnation Milk is more economical than ordinary dairy milk; it can be handled with less bother; there is no danger that it will become sour before opening the package, it can be used as a delicious substitute for cream, and it is always free from contamination. Where it is used the bills for milk and cream are reduced.

It is estimated that the average consumer pays about \$3 a month for the delivery of milk and cream. Some of them pay much more. The grocer might be adding this amount to his own profits.

He can do it by handling Carnation Milk and inducing his customers to use it. He will be surprised at the ease with which this can be accomplished. Carnation Milk is advertised extensively and continuously. A single trial is usually sufficient to convince the consumer of its superiority over bottled milk and cream.

It is a luxury that goes with economy.

It is opportunity knocking at the grocer's door.—Adv't.

Nearby peaches are now coming forward, but the Georgia shipments still continue, reaching as high as 17 cars in one day.

The New York Letter

Jobbers Again Said to be Working on Manufacturers to Stop Direct Sales to Retailers. National Biscuit Co.'s Infringement Suit. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, July 16, 1914.

The topic of the hour in the West Side grocery trade is a reported movement among jobbers to apply the screws to manufacturers in an effort to prevent direct sales to retailers, including chain and department stores and even buying exchanges.

There is no open concerted movement of this kind, of course, that would be illegal. It is admitted, however, by representatives of several jobbing houses that they, on their individual initiative, have let various manufacturers know their position on the matter. It is said that in these cases the jobber who finds that certain manufacturers continue direct sales will endeavor to substitute other products so as to discontinue purchases from such manufacturers as soon as is possible, without any serious loss of business.

Jobbers say that they have always taken the position that it is unfair for a manufacturer to sell to them and then to sell as well to their customers, or to concerns that would be their customers if they could not buy direct.

This is an old grievance of the jobbers, but with all of their various efforts in the past, they have not been able to do much in checking the evil. It is possible, however, that a somewhat stronger effort is now underway on the part of the jobbers. It may be something of a mystery as to how they are coming to take the same measures at this particular time without any agreement to do so. This may be explained, however, as due to the various talks that they have heard at conventions. The addresses and advice given at such conventions may have exercised a similar influence on a number of jobbers, each of whom decided to go ahead and carry the ideas into action, and this can be done without there being anything in the nature of a real agreement, at least an agreement in a legal sense.

It is stated that direct sales have been increasing in several ways. Large retailers in various part of the country are said to buy at jobbers' prices from various manufacturers. The railroad and steamship lines have the same advantages. Then there are the chain stores, the department stores and the buying exchanges.

One authority in the trade said that there are a few manufacturers who pursue a really rigid policy in selling only to jobbers. He said that if a jobber was to cut off from the lines which he handles all that are sold direct, in the various ways mentioned, he would probably have to go out of business, for there would be little left for him to handle.

If the jobbers could tackle one manufacturer at a time and adjust the issue

with him before taking up the matter with another, more progress could probably be made than at present. But if they did so then it would imply some sort of an agreement, and, of course, that is out of the question.

The more likely course, it is said, is that the jobbers, as a result of agitation among themselves, will gradually make it apparent to manufacturers that direct selling is resented by the individual jobbers and that the manufacturer known to sell only to jobbers is likely to get additional business which other manufacturers will lose.

The moral influence of the jobbing trade will make itself felt in this way, it is said, and besides, the manufacturer who continues to sell direct in flagrant defiance of jobbing sentiment may find that he will lose, as a result, the business of various jobbers. Thus there will be action as well as moral influence.

The jobbers base their objections in part on the fact that the direct sales are at jobbing prices, exactly the same prices which the jobbers themselves have to pay. But of course it is only because of the jobbing prices that the direct sales are attractive to the chain stores and other concerns enjoying such advantages. If such concerns had to pay higher prices they would be as likely to buy from the jobbers as from the manufacturers, and perhaps more likely, because of convenient terms which the jobbers can give. So the fight is really to put an end to direct sales as far as possible.

One great obstacle in the way of the jobbers now, as in the past, is the fact that some of the largest jobbers are also manufacturers and sell products of their own manufacture direct, just as other manufacturers do. So all of the jobbers are not ready to take the same position on the question, however much all may have applauded the advice given by the speakers at conventions and meetings. In the efforts of the jobbers to bring about reform they have to do some reforming in their own ranks as well as among the manufacturers.

The general opinion here seems to be that the development will proceed rather slowly because of the many difficulties to be encountered.

Considerable interest has been shown here in the decision of the Chancery Court of New Jersey in the suit of the National Biscuit Co. against the Pacific Coast Biscuit Co. The court sustains the complainant, charging the defendant company with infringement of the style of carton used by the plaintiff. The court decided that fifteen of the defendant's cartons are in the nature of imitations, and issued injunctions prohibiting their further use.

An important feature of the decision, in the opinion of the trade here who

have given it attention, is that the prohibition is based largely on mere similarity in names, shape of carton, design, color and similar details. It was not claimed that there was any exact or even close imitation, but the court held that the similarity was sufficient to mislead the public, and so ordered injunctions.

The underlying principle, the court held, is that no man has a right to palm off his wares as those of another, thereby cheating the public as well as the rival.

In behalf of the defendant company, it is said that the infringing cartons were made up under another management.

Owners of trade-marked specialties express themselves as much pleased with the broad interpretation of the court. It is likely that after this any similarity in cartons and labels will lead to further appeals to the courts by various companies.

One large manufacturer said that, without regard to the particulars of the present case, there has been altogether too much imitating of labels, trade-marks and containers by people who seem to go just as far as they can in the direction of imitation and still try to keep within the law. The present decision will tend to make it dangerous to do so and so the owners of trade-marked specialties who have built up a prosperous business will be protected more fully than in the past, if other courts follow the New Jersey precedent.

The cutting of oil prices has caused some talk as to whether it is really due to over-production, as claimed, or to a trade war by the Standard Oil interests against other companies. All grades have been reduced.

There is also considerable cutting of gasoline and locally, at least, there seems to be something of a warfare by the big producers against the little fellows.

The Merrell-Soule Co. has won a decision in its suit against the Powdered Milk Co. of America. The plaintiff charged that the defendant company infringed its patent on its process for drying milk by the spraying process. In the United States District Court, at Buffalo, N. Y., it was held by Judge Hazel that the defendant infringed on the plaintiff's patent as charged.

The defendant company claimed that it used a form of device differing from that of the plaintiff. The judge held that this was not a sufficient defense, and that the plaintiff's patent covered the process, whatever form of device is used.

It is said that several other companies have been using substantially the same process, and so may be affected by the litigation. The plaintiff will appeal.

The programme is nearly completed for the annual convention which will be held by the New York Retail Grocers' Association in the Broadway Hotel in this city August 3d to 6th. It has been decided to set aside one hour at each session for general discussion, at which every member present will have

he right to bring up and talk on any subject in which he is interested.

Local people are giving attention this week to the proceedings of the annual convention being held in Portland, Me., by the Association of American Dairy, Food and Drug Officials. Many of the questions of the hour in the food trades are being discussed at this meeting.

Fred. Mason, the Shredded Wheat manager, has been elected a director of the Power City Bank, at Niagara Falls, N. Y.

The suit brought by Carter, Macy & Co. against the Board of United States General Appraisers to test the legality of the Read tea test was dismissed this week by Judge Hough in the United States District Court. The court strongly upholds the right of the Tea Board and the Secretary of the Treasury to prescribe the tests for teas entering the country.

The arrangements for the coming convention of the New York State Retail Grocers' Association have been practically completed. The convention will be held from Monday to Thursday, August 3d to 6th, in the Broadway Central Hotel. This is one of the old-time hostelrys of the city in which the delegates and friends may be made at home, with all of the comforts and conveniences, at much less expense than in some of the newer hotels.

The local associations have been preparing to give the visitors a genuine welcome and show what real New York hospitality is when the right kind of people are extending it.

There will be speakers, and among them men of prominence in the various parts of the grocery field, manufacturing and jobbing, as well as retail, but this is not to be a cut and dried convention, with a lot of formal speeches and half of the audience dozing. It is intended to make it a wideawake assemblage from start to finish. The various papers and addresses are to be discussed freely from the floor. Every delegate will have opportunity to give his own views on any and all questions.

In addition, there will be time for the various delegates to bring up any new topics of interest in the trade.

SUMMARIZED MARKET CONDITIONS.

In the spot coffee market the country is showing some interest, but while there seems to be increased inquiry, there is little real buying, except for immediate requirements. The general tone of the market is a little firmer because of the upward movement in options. In mild grades the trading is of a quiet, jobbing character and prices are steady. Santos are held at 11.25 to 11.35 cents, and S at 11.70 cents.

Teas are fairly active. The local dealers report a special demand for Formosias. The undertone of the entire market seems firm. The local buying is not as brisk as that of the country buyers who are evidently forced to replenish supplies.



Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty starch*. Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is **CLEAN** starch.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME*.

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it*; ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is sure to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Moderate business in refined sugar is reported. Withdrawals are of a routine character. The Arbuckles have advanced their quotations 10 points, and standard granulated is now quoted from 4.40 to 4.45 cents by the several refineries.

Spot tomatoes are selling fairly well. No. 3 Maryland tomatoes are steady at 72½ to 75 cents, factory. There is a stronger demand for No. 2s. Some sales have been made to local jobbers at 55 cents, factory, but later most of the packers became firm at 57½ cents. Offerings of Maryland futures are not as free as they were. The quotations are about 75 cents for No. 3s and 55 cents for No. 2s. The new pack of peas is not selling very briskly at present. The tone is easier on extra sifted grades, Southern pack, which are selling at \$1.25, factory. Petit Pois are steady at \$1.75, factory. Little attention is being given to standards and seconds. String beans are firm, especially No. 10s green, Southern pack, with limited offerings. Holders are firmer on limas, but they are not moving freely. Spot spinach is in good jobbing demand, with a higher tendency in No. 10s, which are now selling at \$3.75, delivered. Fancy grades of Maine corn are scarce and firm.

In canned fruits, Southern cherries are firmer. There is less disposition on the part of the packers to take additional business on the present basis. Fancy stock is not to be had under \$1.25 laid down. There has been some selling of No. 2 standard whites at \$1.05 per dozen, factory. Some extra white 2s have been sold at \$1.12½ here. There is a fair demand for canned California Bartlett pears. Apricots are in some inquiry and the tendency of prices is slightly upward. There is a fair amount of business in canned strawberries and other small fruits, on which the prices are generally firm.

Spot dried prunes are easier and more freely offered. Some interest is shown

in futures for October delivery, on the basis of 5½ cents, coast, on 40s to 50s inclusive. Spot seeded raisins are steady at 8½ to 8¾ cents, with little business. Seeded raisins are offered for August-September shipments from the coast at 6½ cents for choice and 6½ cents for fancy, in one-pound cartons, but buyers take little interest in the offerings. For October shipment the offerings are about 6¼ cents for choice and 6¾ for fancy. The association has not yet announced prices on future seeded and the quotations are from outside packers.

Rice is in fair demand, with prices well sustained. It is reported that local stocks of Honduras have been pretty closely cleaned up and stocks of Japans are getting low.

Spices are firm. Grinders are buying cloves and gingers in good quantities. Stocks in first hands are said to be light.

Molasses is dull, as is expected at this time of the year, but the prices continue steady.

Flour is moving slowly. The domestic demand is sluggish and a considerable part of the present business is for export. The tendency of the domestic buyers is to go slowly, although representatives of the mills are advising that this is a good time to buy flour. Spring

wheat patents in jute are to be had as low as \$4.25 for some brands, but 10 to 15 cents more is asked for most brands.

Receipts of Western eggs have been decreasing. High-grade goods are getting more scarce. On average eggs of fair grading their prices are well sustained, with a fair demand. There is also some reduction of the volume of offerings of very cheap eggs of lower grades. Most sales of current ungraded receipts are at 17 to 20 cents. The candled and graded stock is selling from 18 to 23 cents. Nearby white eggs are fairly plentiful. The demand for them is selective. On really fancy qualities the prices are well sustained, but there is an accumulation of ordinary and lower qualities. On retail fancy nearby whites, prices range from 25 to 29 cents.

The butter classification has changed to Class B, which lowers the score on all grades of creamery about 2 points. Prices are a little easier. The creamery extras range from 27 to 28 cents, according to the scoring. There is an abundance of butter scoring 91 points and under, and on these grades prices are slightly lower. Firsts sell at 24½ to 26½ cents, and seconds at 22 to 24 cents. There is a light jobbing trade in process butter, with the best grades selling at 20½ to 22½ cents.

FRED. A. MCGILL.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XXV.—Is it Good Business to Carry High-Priced Coffees.

By WILLIAM B. HARRIS.

Following the article of last week the question has been asked as to whether the average store should ever carry blends of coffee at 50, 60 and 65 cents, and whether it would be an advantage from any standpoint. There is no question but that there are very few departments carrying blends at the above prices and even where stores deal almost exclusively in fancy groceries the average price of the coffee sold would be very much below these figures.

If the dealer could create a demand for a blend of coffee at either of these prices, it would assure him of a very select trade in the first place, and he would be practically certain to hold this trade for the reason that there

would probably be no one else in his immediate neighborhood carrying a brand at that price. There is no question at all but that the dealer could give value for the amount charged. In a great many cases the package in which the merchandise is contained appeals very strongly to the consumer and if the highest grades of coffee obtainable, both as to cup quality and as to style were put up under a special label in a particularly attractive package that would be out of the conventional form, the dealer would be warranted in asking a good price and a price that would net him a handsome profit.

In the first place, the coffee value would be the basis and the selection in this regard would be the best

obtainable. Then the package would necessarily be an expensive one that might run from six to eight or even ten cents. Naturally the dealer who is progressive enough and has ingenuity enough to work up a package of this kind and to interest the trade in it would be entitled to something additional for "knowing how." There is a class of trade that will pay any price for exactly what suits their fancy and there are dealers who recognize this fact and cater particularly to customers of this description. This is noticeably the case in connection with stores carrying fancy fruit, particularly those that are accustomed to make up steamer baskets.

If this can be done in one direction, it can be just as well done in another, and, in fact, it is done in great many lines. The greatest amount of effort to-day seems to be spent in selling cheap merchandise rather than in making higher priced merchandise so attractive as to command attention. Frequently the dealer loses sight of the possibilities in this direction. This doesn't mean that he should carry a large assortment of fancy grades of merchandise, for he probably would not be able to exist on sales of this description, but it does mean that he should be provided with articles that will appeal to a class of trade that is influenced very largely by prices and appearance and who want the very best.

Carrying articles of this description has influence on customers who are satisfied with more moderate priced products and it is, therefore, a good advertising asset for there is a class of customers who like to frequent a store that is patronized by those to whom price is no object. The effort of the dealer should be largely toward influencing his customers to secure the better grade of merchandise including coffee. If he sells merely on a price basis, turning over the same sort of material month by month, he is not able to make any great progress nor is his store very likely to build up in appearance. Neither will there be very great improvement to the class of trade to which he caters. If, on the other hand, he aims to keep the best or a supply of the very best, and to sell as much of this grade as possible, it has a silent influence over his entire business which will be found to improve not only as to volume but also as to the character of the goods most in demand.

THEY ARE GOOD
OLD STAND-BYS

**Baker's Cocoa
and Chocolate**



Registered
U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

Written for the "Modern Merchant and Grocery World."

The Pennsylvania Plan.

What It Means to Organization and What It Means to the Consumers.

Two thousand five hundred dollars in gold (real money) will be handed out at the Philadelphia convention in accordance with the promise made at the Warrenton convention to those associations showing:—

1st.—Largest increase of membership.

2d.—Greatest mileage to the convention.

3d.—Largest sales of the articles listed in the Pennsylvania Plan.

The smallest association in the State has just as fair a chance as the largest. Each new member gained during the year counts five points. On mileage, there are six classifications, as follows:

Class 1.—Association with less than 50 members, total mileage will be divided by 10, thus giving one point for each ten miles.

Class 2.—Association with from 50 to 100 members, every 11 miles counts one point.

Class 3.—From 100 to 200 members, every 12 miles counts one point.

Class 4.—From 200 to 300 members, every 13 miles counts one point.

Class 5.—From 300 to 500 members, every 14 miles counts one point.

Class 6.—Over 500 members, every 15 miles counts one point.

In awarding points on sales, the total sales for the various members will be added together. These sales will then be divided by the whole number of hundred inhabitants of that town, and the result will be the number of points awarded.

There are twenty awards, ranging from \$500 to \$25.

The Pennsylvania Plan is an incentive to organization. Two-thirds of the money is to be awarded for the results which benefit solely your local organization. The other third represents reciprocity to the manufacturers who have supplied the money. It has taught the merchants that they can concentrate their selling ability on the goods in the plan:—

1st.—Because the goods are the best in their class.

2d.—Because they pay a good profit.

3d.—Because every dollar's worth sold helps to give organization a push forward.

The Pennsylvania Plan has been the means this year of adding thousands of new members to the local and State Associations. It has been the means of reviving into usefulness many hitherto inactive associations. It has stimulated interest in organization work. It has helped in the organization of many new associations. It has enabled a trained and experienced organizer to visit the local associations, with splendid results. It has paved the way to securing legislation by increased strength of each local body. It has strengthened the State Association. It has helped to make better association members. It has increased enthusiasm in the work of organization.

It has created a better understanding between manufacturers and retailers. It has been constructive. It has demonstrated to the retailer that he can serve his friends. It has taught the manufacturer that if he helps you, you, in turn, will help him.

The Pennsylvania Plan helps organization and creates good will. Your *good will* is an asset. Cash in on it by proving to the manufacturer who helps you that your good will to him means increased sales.

All that has been done is nothing as compared to what can be accomplished during the coming organization year, with your help. Remember, that in helping organization you help yourself.

WILLIAM SMEDLEY.

Philadelphia, Pa., July 16, 1914.

CORRESPONDENCE.

For the Delegates of the Coming Pennsylvania Convention

Philadelphia, Pa., July 15, 1914.

To the Editor.

Dear Sir:—Say boys! honestly now, you thought we were four-flushing when we told you there was \$5 under the hat at Johnstown, didn't you? You thought the same thing again, now didn't you, cross your heart, when we told you we were going to give out \$2,500 in gold at Warren? Once more you had your doubts—great big ones this time—when we told you that the Pennsylvania Plan was going to throw hundreds of new members into the asso-

ciation. If you want to know how many—come to the convention and listen to the reports. You will go home tickled to death and proud of your State.

Now for some more promises, and please remember that we haven't four-flushed yet.

We have 1,000 first-class seats for Keith's Million Dollar Theatre. This beautiful home of the finest vaudeville of the world will belong to the Pennsylvania Retail Merchants' Association Tuesday night, September 8th, and the theatre will be gorgeously decorated in your honor.

On Wednesday we will have special train or trolley cars to take 1,000 delegates to the handsomest park in the country—Willow Grove, and don't forget, Sousa will be there with his incomparable band of a hundred pieces. We will go straight there from Frankford, after Edgar shows the boys a model association. At Willow Grove you will find everything to entertain and amuse, no matter how young you are; no matter how old you are, and we will arrange also to give you a nice lunch while you are there, and hand you your return trip tickets, so that you can get back to the hotel at the hour your wife tells you to. For the information of those who have no wives, please understand that Philadelphia is jammed, packed full of beautiful girls who are looking for husbands, or good fellows for the occasion. Send your orders on ahead.

So much for the fun. Now for the serious side of the convention. We are going to have the kind of speakers who will give you ideas which you will take home and turn into money—the real thing, great big men—men who have not only made tremendous successes themselves, but have the God-given faculty of being able to tell other people how to do it.

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

The magnificent ball room of the Adelphia Hotel, cooled by refrigerated air, will be so delightfully comfortable that everybody will be sorry when the sessions are over. Don't let anything stop you from coming. We want to make Philadelphia glad she is in the State of Pennsylvania, and we want to make the State of Pennsylvania proud of her merchants. We will send you home full of new thoughts which you will turn into cash, grateful that you are part of the greatest organization of retailers in America.

Yours truly,

C. M. WESSELS & Co.

Pennsylvania News Items.

Vinegar and water will not mix commercially, according to the decision of the Dauphin County Court handed down last Thursday, even though the addition of water is needed to make the vinegar usable. Cider vinegar under the law must be 100 per cent. pure apple juice. Judge McCarrell having so determined in the case instituted by the Food Division against C. W. Burnett, a wholesale grocer. The case was purely a test. The law provides no compound not a "legitimate product of pure apple juice and not made exclusively of apple cider" may be sold as vinegar. The defendant admitted using approximately 20 per cent. of water, but contended that the use of water was necessary in order to reduce the acetic acid so as to make it fit for domestic use. The action was an appeal for a new trial, following a verdict last September, and the appeal was rejected. "The legislature," said Judge McCarrell, "must be presumed to have been familiar with the methods of manufacturing vinegar from cider or apple juice, and if the use of water was necessary for any purpose in the manufacturing provision for its use would have been made. It is not the duty of the Court to make the law reasonable, but to expound it as it stands, according to the real sense of the words."

No More Undisclosed Gelatine in Fruit Jelly.

The Federal Food and Drug Board on Tuesday handed down a ruling that jelly could no longer be called fruit jelly if it contained gelatine. It has been a current practice to add gelatine in order to make the jelly "jell" more satisfactorily. It can still be added, but if so it must be so labeled.

New apples are coming forward in large quantities, but the quality is not much. The range is 25 to 75 cents per basket.

THE GROCERY MARKETS

Tea.

Considerable demand is reported for tea, mostly for new crop. Old tea is still selling, but does not constitute more than 15 or 20 per cent. of the entire movement. Prices are exactly where they were a week ago. There does not seem to be any indication of immediate change.

Coffee.

Coffee is weak and very unsatisfactory. The demand is very dull, and buyers have been expecting new coffee almost any time. Very probably everything except the finest cup grades of Santos could be obtained at concessions. All grades of Rio are quiet and unchanged. Mild coffees show no particular change for the week, although the feeling in them is not especially strong. Java and Mocha unchanged and dull.

Sugar.

All refiners have advanced 10 points during the week, and at the present time the situation is fairly strong. There seems to be plenty of raws available, and it is a little uncertain just what the market will do during the next 30 days. It does not seem reasonable to expect any radical movement either up or down. The consumptive demand for sugar is good.

Syrup and Molasses.

Glucose is exactly where it was a week ago, and most glucose products are seasonably dull. Compound syrup and molasses very quiet at ruling quotations.

Canned Goods.

The heavy rains of the past few days have helped the tomato prospects, although they came so late that the crop will be unquestionably late. However, there is no present indication of any serious deficiency in the pack. Both spot and future tomatoes are unchanged. By reason of scarcity, No. 2s are commanding 57½ to 60 cents in a large way. This is from 2½ to 5 cents above normal. Future corn is unchanged. The present indications are for a fair crop of peas almost everywhere. Prices on both spot and future grades are unchanged. Apples are unchanged, both spot and future. Packing has begun in Baltimore. California canned goods show no change and moderate movement. Small Eastern staple canned goods unchanged and in quiet demand.

Dried Fruits.

No particular movement is reported in dried fruits for the week, and prices show no change at any point. The future prune market is still stiffly maintained. Peaches, apricots and raisins and all other dried fruits are seasonably dull.

Beans and Peas.

Domestic pea beans are where they were a week ago, with small demand.

Marrows are still inclined to be a trifle easy, though no decline is reported from last week. California limas are steadily maintained on the recent basis, without any particular movement. Green and Scotch peas, unchanged and dull.

Butter.

An active trading is reported in butter, and the receipts are cleaning up regularly upon arrival. The bulk of the make is now showing the effects of the hot weather and the percentage of strictly fancy butter is very light and meets with a ready sale at advanced prices. There is also a good demand for under grades, which are selling at various prices, according to quality. The make is about normal for the season with a very good consumptive demand.

Eggs.

The receipts of fresh eggs continue liberal, but the percentage of fine eggs is small. The bulk of the receipts show heat deterioration, and have to be sold at concessions. The consumptive demand is good, and the market is healthy. Under grades are moving, but at unsettled prices.

Cheese.

The cheese market is firm, at an advance of ½ cent a pound. This is due to the report of light make, and the good consumptive demand. The quality of the cheese now arriving is very good, and the market is healthy throughout.

Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, bellies and bacon are in good consumptive demand and firm at ½ cent advance for the week. Everything in this line shows an advancing tendency, and a good consumptive demand. Pure lard and compound lard are steady and unchanged. Barreled pork, canned meats and dried beef are in fair demand at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Rice.

The general outlook still continues of fairly hopeful character, though there are mixed opinions as to what course the situation will take during the coming six months. The improvement in the demand has been somewhat sporadic and has appeared in sections here and there, but not in sufficient volume to stimulate the movement to any widespread material extent. However, there are signs of renewed activity and that there is steadily less disposition to hold off, which seemed apparent last week. This condition really contributes continued strength to the market, which has held up remarkably in face of an untoward general situation. High grades of Honduras are quite cleaned up, with no chance for replenishment short of the new crop, the natural result being that the medium grades are being taken up without hesitation at advanced prices. Japans are again higher and inasmuch as there is a steady shortening of sup-

plies of all grades, it is felt that values must hold very strong clear up to October. Foreign continues to move very slow, and even at the attractive prices quoted appears to command but little attention.

Advices from the South along the Atlantic coast are to the effect that stocks are beginning to run light and under improved demand the chances for assortment are meagre. At New Orleans the movement is reported quite satisfactory at very firm prices.

In the Interior, Southwest Louisiana, Texas and Arkansas, the favorable reports of the new crop are confirmed and everything at the present time points to a remarkable output.

Cables and correspondence from abroad note: Rough rice, market dull; spot cleaned, more inquiry; forward Burma, firmer; Siam, firmer.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

Imported Fish Specialties.

Business in the above line during the last week has been quite satisfactory. Our jobbers are buying carefully and in a small way, but reorders are very frequent, and on the whole we are doing even more business than we did at the same period last season. This refers to practically all lines where we are able to offer supplies. In a good many of our lines we are short of goods.

The sardine catch in France is now going on, but it is very poor, only very few fish are being caught and they are high in price. We are getting some French fish and they are practically always sold to arrive. We may say the same of Portuguese sardines. There is some catch, but not sufficient to supply the American demand. There has been an advance in the cost of Portuguese sardines, and while the market here is reluctant to follow this advance as yet, buyers will have to get accustomed to the idea of paying higher prices or they will not be able to get the goods. Stocks of well-known brands are very small all over the country, and there is very little in first hands and new supplies are very badly needed.

In Norway, unfortunately, the catch is very disappointing, although we are getting some fish right along and the quality is very satisfactory. The large combination which the Norwegian packers had is a thing of the past, but they are talking of a new combination and meetings are being held frequently, although no tangible results have been brought about as yet. It is rather an unfortunate state of affairs in Norway, because the packers have no fish to keep their people busy. They are paying rather high prices for the fish and are unable to get very much higher prices for their finished product. Of course, this is the principal fishing season and we are still in hopes of having, if not a very good catch, at least a fair catch of sardines in Norway. Owing to the scarcity of sardines quite a lot of new goods have been put on the market, principally small herrings in tomato sauce and otherwise prepared. They have in a good many instances taken the place of sardines and are selling very nicely and these goods have come to stay, and the demand for the same is bound to increase and the goods are really very tasteful, nice and very cheap and wholesome.

Sprats, both French and Belgian, are selling very nicely and stocks in first hands are small.

Mackerel trade is quiet. Of course, it is well known to the trade that a

combination has been formed on Norway mackerel. Nothing of course can be said as to whether this combination will prove a success. We will have to give them time to work out their own salvation. Like ourselves, most of the other large importers have their own men on the spot in Norway and they will cheerfully pay the prices that the trust is willing to pay the fishermen for their mackerel, and naturally, we shall be able to get some supplies to supply our trade, but the natural consequence of this newly formed trust will be that prices for Norway mackerel will be higher than they were in the past. Of course, this may be all changed if the catch should prove a very abundant one, but nothing can be said as to that as yet. The catch of summer mackerel has been quite satisfactory, but very soon the fall fishing will begin, and we shall keep our readers well informed as to its progress.

STROHMEYER & ARPE Co.

New York.

Spices.

The market is more active. Prices of cloves have advanced both here and in Europe and indications are that we will have advanced in many grades. The market is very firm and many articles in the line are short supply here.

Peppers.—Practically unchanged; trading being routine in character. Foreign markets are firm and stocks in Europe have decreased very heavily during the last 30 days.

Red Peppers.—All grades are extremely scarce and likely to go higher.

Cloves.—Prices decidedly firmer, due to a steady trade demand, and revised estimates of the coming crop. Higher prices are probable next month.

Pimento (Allspice).—Quite active and steady at lowest prices on record. No likelihood of any great change in the near future.

Mace.—Still in fairly good demand. The supply here is reported small and the probabilities are that we will have higher prices during August.

Nutmegs.—Are fairly active at practically unchanged prices.

Cassias.—In better demand and spot supplies have been sold out readily. It is predicted that firmer prices will prevail.

Gingers.—African root is decidedly firmer. The crop is over and the total is much reduced, in comparison with the 1913 crop.

Green Ginger Root.—In fairly good demand at firm prices. There is quite a scarcity at present.

Paprikas.—In fairly good demand, season considered. Prices unchanged.

Seeds, Herbs, Etc.—Celery and cummin quite firm, and likely to advance. Caraway in good demand. Prices steady and firm. Other articles are unchanged.

McCORMICK & Co.

Baltimore, Md.

MARKET NOTES.

Potatoes are off and the range is now 65 to 75 cents per basket. The demand is good.

Nearby corn is plentiful and brings 75 cents per basket of five dozen ears. Much of it is poor.

A few Jersey limas are in the market, averaging \$3 per hamper. Southern

imas are also coming North, at \$2.25 to \$2.75. The demand is fair.

Tomatoes are plentiful, but much of the receipts are bad. The range is 40 cents to \$1 per basket.

New red currants range from 6 to 8 cents per quart, and are wanted. The crop is good.

Peas are winding up, and are high—\$1.50 for New York State stock, and \$1.25 to 1.50 for the few remaining Jerseys.

Watermelons are glutted, and the range is 15 to 30 cents. Some cars have been turned down for freight.

Lower Tariff Law Lets Holland Condensed Milk Into This Country.

Several Brands Now Selling in Competition with Domestic Brands, at 30c. to \$1.25 Cheaper. Packed in same Size Tins. Now Pay No Duty to Enter the United States.

Perhaps the most noticeable effect of the reduced tariff in the grocery field up to date has been the way it has allowed foreign condensed milk to come into this country. There are to-day probably half a dozen brands of Holland condensed milk selling actively in this country, none of which came in at all before. The present tariff law admits condensed milk free of duty.

The Holland sweetened condensed milk is packed in tins weighing from 12 to 14 ounces, practically the same size tins in which the domestic brands are packed. Wholesale prices range from \$3.75 to \$3.70, against prices on the domestic brands from 30 cents to \$1.25 per case higher. No effort has as yet been made by the domestic packers to reduce prices to meet the foreign competition, and there is no indication of any drop, but the Holland brands are unquestionably getting in and jobbers report considerable demand for them.

AMONG THE TRADE.

C. M. Wessels delivered an interesting address on the Pennsylvania plan before the Poor Richard Club on Tuesday, July 7th. Wm. Smedley has also been invited to address the Poor Richard Club on the same subject.

"READYMAID" PROFITS



THE SOUPS IT PAYS TO SELL!

Readymaid Concentrated Soups will please your customers because of their *natural flavor*; they are made of strictly fresh, clean meats and vegetables, in our spotlessly clean kitchen, and contain only the natural ingredients used in making soups in the home. To understand this, try Readymaid **Tomato Soup** and see if it doesn't have a better tomato flavor than any other you ever tasted. Notice its rich, **real** tomato color. It is **Tomato Soup**. All **Readymaid Soups** have that natural taste, and that's why they're so easy to sell.

Ready-made Profit for You

"Well bought is half sold"—you make a profit on Readymaid Concentrated Soups as soon as you buy them because you can buy them for less than others. The price for all kinds is 90 cents per dozen, and on a five-case purchase we give you 10 per cent., **FREE**, which lowers the cost to 81 cents per dozen. We give you this low price so you will push the sale of **Readymaid Soups**, instead of charging you more and spending the extra money in advertising.

The Franco-American Food Company JERSEY CITY, N. J.



WHAT TO TELL CUSTOMERS

"READYMAID CONCENTRATED SOUPS have the natural flavor of home-made soups because they are absolutely pure. Try a few cans this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Effect of Prohibition on Retail Business

Retailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and they will appear below from time to time. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

By E. A. Bacon, Decatur, Ala.

With Prohibition my business is worse, but if they would cut it out altogether I don't know how it would be. There is more whiskey sold now than when we had saloons, so I would prefer saloons.

By W. W. Cook & Son, Marshall, Minnesota.

We have found Prohibition did not have any effect on our business. It was talked of a good deal around town, before it went dry, but we cannot see any difference. I think that if there would be an election held now it would go dry by 150

majority. At the last election it went dry by 49 majority.

By W. A. Brock, Oklahoma City, Oklahoma.

The liquor law has not been enforced here in the city, and there is no way of telling with certainty just what effect a full enforcement of the law would have on business. I don't think we have had many open saloons here since the law went into effect, but I am inclined to think that the law has been violated right along in different ways, so we have not had Prohibition. I have been told that the law is enforced better

in the small towns, but I don't know how it affects business.

By Eugene Wright, President and Manager, The Wright Mercantile Company, Idaho Falls, Idaho.

Conditions are much improved in our city and county; we certainly give due credit to legislation causing saloons to be closed, and hope the nation will awaken to the necessity of striking at the vitals of whiskey production and the manufacture of all alcoholic liquors. Financial, moral and spiritual conditions are growing stronger daily.

By W. Lukin, Tampe, Arizona.

I am very much against Prohibition, as same has killed more than two-thirds of the business and property value of this town.

By Mr. Tom McMullen, Sulphur Springs, Texas.

In regard to Prohibition my business has greatly increased since saloons were removed. There is more cash and much better collections. Our town and county has never enjoyed such prosperity—our population is double, we have more and better schools. There is not a vacant business house in town and

there have been a great many built since saloons left us. But some of our citizens suffered when saloons left us. The gambler had no home and occupation. We had more peace officers than we needed, the most of our lawyers moved away, our courts are idle most of the year. I will say that any town desiring to retain its population of lawyers, bartenders, gamblers, thugs, corrupt officers, tenderloin district, should by no means vote out the saloon.

By People's Mercantile Company, J. N. Shreve, Proprietor, Elkins, W. Va.

Since our town went dry two years ago there is a vast difference in business for the better. We can now credit people for merchandise that we dare not do while we had saloons. Our collections are from 25 to 30 per cent. better. Should saloons come back again as they were once we would feel like closing our doors.

We scarcely see a drunken man on our streets, and our police force has lots of time for rest. Our business has increased about one-third. Give us Prohibition now and always is our motto.

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

Hardware—Tools—Specialties

Materials in Dependable Paints.

Considering the information gathered from different sources would lead the unbiased buyer of paints at retail to believe that the mail order houses are full of the "tricks that are vain." It is unnecessary to go into details, as every merchant handling paints in his hardware department may easily ascertain the facts on inquiry, and through him post the customer who may have a fancy for dealing with these Western aggregations of capital whose most tangible asset is their misleading catalogue. Recently the "Modern Merchant and Grocery World" published an article in this department on "Guaranteed as Against False Paints." It occasioned wide comment, and in referring to it the following letter applies:—

New York, July 8, 1914.

To the Editor.

Dear Sir:—Concerning the article, we would say that the only safety in buying paints is in purchasing them from reputable houses, who may be easily learned about upon inquiry. We have read the article and can plainly see that parties are imposed upon by impure goods.

The neutral oil you mention we have never heard of. We use in our paints only linseed oil, at the present time. When oil reached the extreme figure which occurred some two years ago, we think, we were obliged, with others, to introduce in a small way soya bean oil. This we found would not be harmful and it was necessary in order to maintain prices. After the price of linseed oil receded, we dropped this introduction and now use linseed oil, which we believe to be the only proper oil for the best results in paints.

Yours very truly,
F. O. PIERCE CO.
J. A. Spooner, Secretary.

On inquiry, G. B. Heckel, of the American Chemical Society, and an expert on paint materials, defined neutral oil to the "Modern Merchant and Grocery World" as follows:—

Neutral oil is a very light petroleum product in the lubricating series, having a gravity of between 30 and 37 degrees, Beaume. It is "debloomed" and therefore supposed to have no florescence. It was originally made from crude paraffin oils, though at the present time somewhat similar oils are produced from Oklahoma and Texas crude petroleum. As a lubricant it is used only for light, high-speed work. In paint it has no place, excepting possibly in certain steel paints; but when it appears in paint, commonly occurs as an adulterant of linseed oil, and it is a favorite material of linseed oil "dopers" when the price of that product makes adulteration tempting.

It appears that Cleveland, Ohio, has always had the reputation of being the headquarters of the neutral oil producers, and has gained thereby an unenviable notoriety among the users and manufacturers of dependable paints. A good deal of this questionable business has been carried on through the mails, al-

though agents for the sale and distribution of this oil are around and about. Whatever its uses may be in other lines, neutral oil has no place in reliable ready-to-use paints. The use of soya bean oil has the approval of the best authorities.

Clinching a Paint Quality Argument.

Competition, not so much on price as quality, is keen with paint manufacturers. A number of the leading firms in that special line are well known to small town general merchants who handle a generous stock of ready-to-use paints in conjunction with hardware—the two go together, naturally. The sale of one stimulates and broadens the sale of the other. It is observed that more recently than in the past paint manufacturers have laid a good deal of stress on the spreading capacity of their products; in fact, this talking point has been reiterated until it has become quite dull. The Devoe-Reynolds Co. seems to put a new edge on the argument, however. In a late announcement, which was headed "Free Paint," they state that "If Devoe's doesn't take less gallons and less money, no pay. The cost of putting it on is about two-thirds of the job. If Devoe doesn't wear a year or two years or three years or four years longer—distinctly longer and better—we will give you enough to do it again." This is an original offer, not easily bluffed even by an oversanguine publicity spouter.

Philadelphia as a Hardware Center.

They had been discussing the relative advantages Philadelphia possessed over New York as an accessible receiving and shipping point for hardware stock. It had been a matter of pre-eminent importance to one house, the manager of which said: "I am thoroughly acquainted with both cities from pretty nearly every point of view in a commercial way. New York is supreme in its own particular location; but Philadelphia makes a far better distributing point. There are no rivers to cross, no merchandise to be lightered or trucked around or across the city, as in New York. Philadelphia is accessible from every direction, both in shipping and receiving, and for the distribution of hardware in the East cannot be beat. The Quaker City has an enviable reputation for the variety, extent and dependability of its merchandise in this line alone, and it would always be in the front if the trouble was taken to keep this fact everlastingly before the buying public."

Purely Personal

Bruce Drysdale, advertising manager of John Lucas & Co., Ltd., who have been paint and varnish manufacturers since 1849, with impressive plants in the East and West, is now in the South on a mission from the house. He will not

be back in Philadelphia for a year. Mr. Drysdale is a paint expert in addition to being an accomplished originator of sales and advertising campaigns. Roy C. Sheeler, his assistant, will have charge of the department during his chief's absence.

After an enjoyable vacation, J. S. Bonbright, vice-president of the Suplee-Biddle Hardware Co., is now on a visit to the jobbing trade, and will not be back at headquarters until some time in September. J. E. Baum, president of the company, who is also an active director of the Corn Exchange Bank, when asked about the current situation, said: "In addition to harvesting this year the greatest wheat crop since white men crossed the Mississippi River, and other crops of equal and surpassing magnitude, another reason why business must pick up is to be found in the depleted stock of merchandise the country over. Merchants have not been buying, and when they come in the market wholesalers and manufacturers of hardware will be crowded with orders."

E. C. Simmons, chairman of the board of the Simmons Hardware Co., St. Louis and elsewhere, has a delightful summer home at Oconomowoc, Wis., where he passes his summers and now is. As an indefatigable worker he is well known, and he plays as hard as he works.

Known Brands in Tools the Sellers. Tale of a Late Comer in Safety Razors.

How many general storekeepers study a stock of tools with a view of handling and selling only the kind that will give complete satisfaction. A large majority of the readers of the "Modern Merchant and Grocery World" are to be found in the small towns—places of from 2,000 to 3,000 inhabitants and less, consequently specialize on lines which appeal to the farming community. The farmer has long since ceased to be the "rube" of the comic actor, and is a wideawake, go-ahead, well-informed man, and in buying goods is on a par with the merchant himself in the selection of tools, for example. There is a margin in high-grade tools that the retail mail order house has not spoiled as yet. If their manufacturers are wise they will keep them protected for the legitimate merchant.

A story that attracted the "Modern Merchant and Grocery World" for this department relates how a general storekeeper has built up a good trade in tools by pushing an advertised, standard brand. The dealer in question had always been planning to enlarge and develop his hardware department, and was especially proud of his tool stock, for he had found a good line of tools a good trade puller for his store. In speaking of this the merchant said: "Not so long ago much of the tool trade was an indifferent quality of merchandise. Manufacturers who have produced the better grades did not rely on dealers to create a demand; they stepped right in and educated the buying public up to their standard. There

are a lot of people who buy and use tools besides recognized and trained mechanics. The latter are by no means the best judges of good tools, and very often the merchant or salesman who knows his stock can tell a mechanic more than he ever dreamed of. A mechanic is seldom progressive so far as his working equipment is concerned, excepting he is either under the management of a skilled engineer or has taken the trouble to become better or more intelligently informed.

"However, that is a digression. What I meant to say is people may have appreciated the difference in quality, but they made the poorer tools answer. But time and experience have proven to such former indifferent buyers that the good quality tool is the best in the long run. Another thing, people are better off materially and therefore can easily afford to buy dependable tools. In my own personal experience more farmers are buying a good grade of tools than ever before. One of the main reasons for this is the advertising which the more enlightened and energetic tool manufacturers are doing in all kinds of publications, including the trade papers. Farmers and others read these advertisements and go to the local general stores for these brands. This advertising also educates the customer who knows what to ask for by being acquainted with its merits, also educates every one on the satisfaction and economy of buying first-class tools, articles of precision, merchandise that it is a pleasure to own and use. This is steadily increasing the demand and sales.

"One of the strongest statements a manufacturer of tools can say is the guarantee of satisfaction or money back. It is my experience that the way to create and hold a tool trade is to push a well-advertised make of sterling quality. Others may be as good, but the public do not know this, and it takes too much of my time and patience to put up an argument to this effect as against the known article. Life is too short, and if the manufacturer is not liberal enough to take this labor off the shoulders of the dealer, I am for the man who will, first, last and all the time. In other words, whenever I sell any tool from a known line I make a good friend for my store, because the goods give satisfaction. Selling a line like this brings the retailer more real profit than selling some unknown brand of indifferent quality on which the dealer has to do all the pushing.

"Of course, I help along the general publicity the goods have acquired in a National and trade way by using space in my local papers. I make fine use of the electros and advertising helps that I may get for the asking from the manufacturer or the wholesaler. One helps the other immensely. And while on this subject of pushing tools, cutlery or any other line of hardware, let me tell you another story. One in which the manufacturer thought his goods were so widely and favorably known that when he put a new specialty on the market the supposition was it would sell itself by the ordinary recommendation of the dealer alone. It

was a safety razor, and the company making it was, on edge tools and cutlery, one of the most familiar to the trade for the high grade of its merchandise. Under this impression they were firmly of the opinion their safety razor would be an easy seller.

"Well, when it comes to safety razors, some little advertising has been done in the past ten years at least, and one or two, and possibly more, had about cornered the trade. Their names were recognized as the leaders in the line, had become household words, as it were, whenever a safety razor was mentioned, consequently had the market, which meant the general storekeeper, too. Now, if this company had announced a safety razor guaranteed by their established quality trade-mark years before they did, their sales would undoubtedly have been enormous and the others would have been trailers. They waited until quite recently, and the trade and public in the meantime had been educated otherwise. Such a foundation of success cannot be so easily shaken. I now notice the generous advertising of the safety razor referred to, and in time it will be in the class as a seller, where it belongs. Personally, I believe it the best in the market from the very name of its makers and the honored brand it bears; but as yet my customers do not know this. It will be borne in on them in time. One should not be over-confident, you know, in the face of sharp competition."

Boots Shoes Findings

Wooden Heels on Shoes and Slippers. What the Dealer Should Advise.

Few people outside of the trade know of the general prevalence of wooden heels worn on women's shoes of every kind. Dealers are often ignorant themselves of this fact; or, if they have a true knowledge of their stock, as should be the case, then it would be no more than fair that the purchaser be informed that some caution and care should be exercised in the wearing of such heels. Wood heels have always given more or less trouble and annoyance to sellers of shoes, and it will continue until women become more enlightened in regard to the proper care that should be given them in order to assure proper wearing. Dissatisfied customers are liabilities, they are to be avoided. Rather than have a woman complain that she has been imposed upon where the enamel covering on the wood heel of a shoe or upon slippers is cracked or broken, or the leather or fabric covering so damaged as to be impossible to mend, or the leather top lift worn off entirely too soon, instructions how to avoid such troubles are in order.

Now the remedy for this sort of thing seems to lie with the merchant himself. If he will instruct the salespeople to explain to the customer when they sell shoes or slippers with wooden heels that the heel is wood, that in order to preserve the life of the heel it is absolutely essential for the customer to watch the wear of the leather lift, and when this leather lift begins to wear down to the edge of the heel to return the shoes at once for new lifts to be put on.

More wood heel shoes and slippers will be sold this season than ever before. Most of these shoes will be worn on the street, which is a severe test for any wood heel, says the "Shoe Retailer," no matter how good the quality of the wood or the leather top lift that comes in contact with the pavement. The constant and heavy contact of the thin leather top lift with stone, brick, granolithic or macadam streets will soon wear it down to the wood. Customers should understand when this happens that it is time to return the shoes for treatment. Some dealers may think that it is requiring too much of them to warn their female customers of how they should be careful of their wood heel shoes, but this is a part of the service that every successful dealer in shoes recognizes as an obligation.

If customers are informed, when they purchase wood heel shoes, that they must not allow the top lift to wear down to the wood; that if the patent leather, celluloid or enamel coating breaks or cracks that it is not due to imperfect workmanship or a poor quality heel; and that wood heel shoes should not be worn too long at any one time on brick, stone flagging or granolithic sidewalks, they will be protecting themselves from unwarranted claims for adjustments by customers who expect a wood heel to give the same service as one made of leather.

An Elastic Shoe Being Shown.

An elastic fabric for both men's and women's high shoes has made its appearance in samples and regular lines for fall wear. It is being shown in several varieties of brocades, plain cloths and velvet, and is spoken of as being durable, elegant in appearance and supersedes both buttoning and lacing on account of the elasticity of the goods. In other words, shoes made from this material can be put on and taken off as easily as slippers. Dealers who have had an opportunity to examine merchandise of this kind commend its practicability from a point of convenience; but whether it will take is another question. The general storekeeper seems to favor them more than the city dealer.

New Grade of Women's Shoes.

A new grade of McKay shoes, the production of which is rapidly increasing in Lynn, Haverhill, Cincinnati and other centers for the manufacture of women's shoes, is attracting a great deal of attention among both shoe buyers and shoe manufacturing experts. The shoes in this grade seem to meet a demand for fine style shoes at low prices, and it is believed by their producers that the manufacture and sale of them will rapidly increase.

In this new grade are combined the economy of the McKay, the style of the welt shoe and the flexibility of the turn. Each manufacturer of this new grade of McKay shoes has his own individual methods, and they differ in many details. But a general description of the method of making the shoes is about as follows:—

Lasts and patterns of the latest novelty styles are chosen; also light soles and light upper leather or stylish fabrics. The sole leather is flexed. The uppers are cut and stitched in the usual fashion, and are lasted by hand or machine, as the manufacturer pleases, says "American Shoemaking." They are left on the last overnight, and longer if necessary, until they take the shape of the last. Some are heeled on the last. Anyway, they are left on the last long enough to take the shape of the last so thoroughly that they will hold it, as does a welt shoe. They are sewed on the familiar McKay machine, but a new light thread is used, and six or eight stitches are taken to the inch. They are beaten out with unusual care. The inside of the shoe is made as smooth as is the inside of a welt shoe. Then an extra nice sock lining is laid into the shoe and the inside is made to look as fine as is the inside of a high-grade turn.

The edges of the sole are trimmed very close and are beveled, so that they look thin. Sometimes they are so thin that they are called ribbon edges. The best of these new McKay shoes have leather Louis heels on them. The outsole of the shoe is split, and the grain split is laid over the breast of the heel, as in making wood heel shoes. The completed shoe looks very much like a turn shoe. Indeed, some of the best of these new McKay shoes look so much like turn shoes that they have deceived experienced shoemakers. These improved McKay shoes look as if they would sell in large quantities. Many retailers are likely to substitute them for low-priced welt shoes. It is claimed that they are better shoes than are low-price welt shoes. They will also take the place of turn shoes, the demand for which is larger than can be satisfied.

A Swiss "Roosevelt" Shoe.

Some one is sore because a Swiss manufacturer is making a shoe for the South American trade under the name of the "Roosevelt Shoe," in connection with the use of the American flag with the brand. The feeling is displayed over the flag usage, but more correctly from the fact that the idea did not originate with him. The new shoe is to take advantage of the colonial's popularity and presence in the Latin-American countries, and is a shrewd trade move, which takes little, if any, cognizance of patriotic considerations.

Special Footwear for Dancing.

With tango dancing a mania in the cities, it may possibly reach the provinces eventually—indications of its arrival are coming in, the authorities say. At any rate, when it does hit the ruralite the shoe merchant with foresight will have looked up the special tango pump,

know where it is made, and be prepared to order either from his jobber or manufacturer in advance of the actual demand. Ordinarily low and light shoes may answer the tyro in essaying to master the Argentine tango, hesitation waltz, Brazilian maxixe and the one-step; but the special dancing pump is the thing, and contributes grace of movement and safety in negotiating the double-kick, Boston dip, New York slide and Chicago trot.

Manufacturers have not been neglectful in designing suitable footwear for the fashionable and intricate dancing now so universally popular with men and women everywhere. One Brockton maker has produced what he calls "The pump that put the 'tan' in tango," which he claims is a great seller, retailing for \$3. Another New England factory with a reputation as "headquarters for pumps," announces a "brand new, just designed" tango pump, with an all-rubber sole, light in weight, especially made for the purpose, and extends to the heel of leather, with rubber disc—a non-slip proposition—coming in gun metal only, retailing at \$5. So on down the list of the manufacturers of tango ribbon, the low-cut dancing shoe or pump, will offer a double faced satin line in black, white and other evening shades. All tango sets and tie ornaments in pressed steel and rhinestone effects—newest things on the market, he says—come in silver, gold, gilt, gun metal and black of exclusive designs and "correct Krug color."

As quickly as the country merchant discerns the approach of the tango in the offing, so far as his community is affected, an order for this handsome, appropriate and stylish footwear should be hustled off for quick delivery. Naturally, these remarks are intended for the cogitation of the "live wires" among the storekeepers handling shoes, for the "blisters" and the dead ones are never awake to any selling opportunity, obvious or otherwise.

Comprehensive Fall Catalogue.

A new catalogue, the most comprehensive ever sent out by Manss-Kill Co., manufacturers, Cincinnati, was mailed dealers last month. Their new fall styles are now being made up from what they claim are irreproachable designs in style and finish.

Movies in Shoe-Selling Campaign.

The first factory in the line to establish a nine-hour work day in the West is the Hamilton-Brown Shoe Co. St. Louis, Mo., one of the largest plants in that section. Their new factory will be equipped with the most improved machinery at once. The "Blue Line" is a popular seller East and West, and the company's business is increasing at a remarkable rate. The St. Louis manufacturers have completed their fall samples and the road men are now showing the new styles to the general merchant. A correspondent writes that the St. Louis Boot and Shoe Association have arranged to advertise products of their factories in Southern American cities by means of a lecture

and the "movies," and the outfit is now action.

Selling Shoes at a Profit—Unalterable Prices a Mistake.

Not only in his community, but probably elsewhere he is known, A. H. Geuting, secretary of the National Shoe Retailers' Association, is regarded as that is known by the trade as a "good shoe man." Manufacturers of the best class in more than one part of the country confer this designation upon him from the work he has accomplished and the success he has achieved as a merchant. In addition, Mr. Geuting, as more than once mentioned in the "Modern Merchant and Grocery World," has means which he knows how to express clearly and forcibly when necessary. At the recent annual convention of his association in Boston he delivered an address which was divided into three classifications, namely: cost of doing business, what are legitimate profits and the fallacy of fixed prices. The first two topics are what may frankly be termed hackneyed. Not but what they are "live wires" at all times, but they have been talked over and written about and will probably always remain matters which trade associations can assign regularly for more or less intelligent treatment at their annual conventions. In other words, the arguments offered on these controversies by Mr. Geuting are neither new or original, but nevertheless they are ably handled and clearly presented.

On a proper system of costing Mr. Geuting offers a range of from 15 to 25 per cent., with a safe average of 25, depending upon the location, surroundings and the class of store and grade of customers. He claims that a great majority of dealers are "doing their business, to a large extent, on a traditional basis, on lines laid down by customs that have been outgrown." Summing up, he says the "real cost of a shoe (to a merchant) is the price charged by the manufacturer plus the cost of merchandising the shoe wherever it happen to be located; and you will never make any profit until you recognize this and mark your merchandise from that standpoint." Mr. Geuting's opinion on legitimate profits is a "net profit of 10 per cent." This means a 10 per cent. margin. On his own business he says, "if I was sure of a net 5 per cent. profit every year for the next twenty years I would be perfectly satisfied." When one must settle this question for oneself as to what is adequate. Mr. Geuting's sturdy belief in the fallacy of fixed prices is quoted in extenso, as follows:—

Now for the point of my theme, and that is the fallacy of fixed prices. On page 10 of the conference report (association) there is a heading, "The Science of Retailing vs. Fixed Prices." It is the foundation upon which the success of your business depends. It is a wrong principle of business to overcharge a customer, and it is a wrong principle not to make a profit. The science in business is in charging a correct price for your merchandise. It will obviate failures, and it will secure legitimate service and will square itself with the market con-



"This Is the Cocoa to Sell"

Tell your clerks the importance of pushing the sale of STOLLWERCK'S GOLD BRAND COCOA and see that they recommend it to your customers whenever possible. You have sufficient influence with your customers to sell nine out of ten of them any brand you choose, and when you make use of their confidence in your judgment to sell them STOLLWERCK'S GOLD BRAND COCOA you are going to please them better and increase your cocoa business faster than you can by pushing any other brand.

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and because of its international reputation for superiority will add to your standing as a high-class

grocer. It has been awarded 26 Court Diplomas and 65 Medals of Supremacy in the Courts of Europe. Because it has won wherever introduced, it's the cocoa for you to win new and increased trade.

WRITE US FOR WINDOW DISPLAY MATERIALS

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA is made by the original Dutch process which makes the best flavored and most digestible cocoa."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

ditions and the demands of the trade at every turn.

Let us see what we mean by fixed prices. To-day every shoe in every leather, no matter what the circumstances might be in favor of one or the other, are sold usually at one price. In other words, a man figures that he must have all kinds of shoes at \$3. He must have all kinds of shoes at \$4, at \$5, etc., and that he cannot have any shoes at \$2.75 or \$3.25. Now, this rigid rule interferes with scientific merchandising; for over 5 cents will make or break a shoe, and it must be thrown aside because it will not come under the fixed price rule.

I have known retailers to throw out first-class successful lines from their establishments because a legitimate 5 or 10-cent raise was asked for the shoes because they could not get any more than a certain fixed price for these same shoes; and I have known good manufacturers to ruin their product to meet these conditions with which he was confronted by one of his good customers. Think of the humiliation in a great trade—the great industry of shoes—to not be able to get an honest advance of 5 or 10 cents when the market conditions warrant it! Is there not something wrong with the mind that controls a business when shoes are deliberately gutted of their worth, or tried and true shoes thrown out because of the increasing cost of leather? Why, the small grocery dealer knows better than that. He seldom quotes eggs at the same price for two successive days.

In my own establishment I have had experience with clerks almost rising en masse protesting against the advance of a shoe on which they had built their trade at a certain price. Just stop and consider how absurd this system of retailing is; how absurd we have built it. Does the butcher ever consider that meat must be sold at the same price week in and week out, day in and day out? Is this true in any other trade but shoes?

Now let us see how much more scientific will be the system that I propose to-day, and I wish to say in recommendation of this system that I am practicing it in the face of competition of the keenest sort, and that I have no trouble whatever. I started my business new five years ago and I made up my mind that I should not be bound by any rules that interfered with the successful retailing of shoes; that when 5 cents counted in the shoe that it must be put there, and that I made my retail price bend entirely to the best manufacturing results, and this is the way I do it.

We will go back to our original illustration of a 25 per cent. store. Twenty-five per cent. plus 10 per cent. equals 35 per cent. Thirty-five per cent. on merchandise sold at \$1 yields 35 cents, leaving 65 cents to be paid for the merchandise. When you sell merchandise that costs 65 cents for \$1 you are making 35 per cent., which equals 54 per cent. on the cost. Therefore, you must make 54 per cent. on the cost of your merchandise. Now, let us take an article of merchandise that cost \$2.75, 54 per cent. of the cost yields to \$1.48½. This added to the cost of the shoe makes the shoe figure \$4.23. Now, I do not advocate splitting nickels, but that shoe should be sold for \$4.25. Now, suppose that a tan shoe of the same proposition would cost 10 cents more, or \$2.85. On this basis, this shoe would figure \$4.39. Is there any reason why that shoe should not retail at \$4.40? So I might go on multiplying examples of every

cost that you might figure in the house.

Take, for instance, a slipper that cost you \$1. The right cost of that slipper is \$1.55. Is there any reason why you should not get \$1.55 for that slipper? Suppose the same slipper with a strap costs 5 cents extra. Is there any reason why you should not get \$1.65, instead of forcing these shoes down from a clerk's standing point and make a strong line at \$1.50 so as to clean up the market, as the old saying goes? Now, all that is required to put this in practice is to have the courage and conviction of this principle. Mark your shoes accordingly, and as sure as the year rolls around you will have a profit in your till.

Doing business on the other plan, giving away 5, 10, 15 cents here and there in order to establish uniform prices is where the ruin comes in. It is where you fail to get your profit, and it is where you fail to be able to give an honest product to your store because of a rise in price. You will be surprised how easy it is, after all, to establish it, provided you make up your mind to do it.

Let us just see how you would feel about this proposition when you put it in force, for I know the shoemen to be very conscientious. I have known shoemen to lose a night's rest because they had broken the rule of selling a \$2.25 shoe for more than \$3. But suppose he looks at the cost of his shoe from the standpoint illustrated, namely, that a \$3 shoe really costs him \$4. Do you think that you can feel in any way conscience stricken by getting a little above that, say, \$4.40? Certainly not; and no customer who comes to his establishment expects him to do less, whether he gets it or not.

It was expected Mr. Geuting would break a lance with the manufacturers who maintain a system of chain stores; or who sell shoes to the dealer at so close a margin as to leave little, if any, profit when sold at retail. The charge made against certain manufacturers who advertise their product extensively is that the profit is so narrow that it disappears in the cost of doing business, and therefore the merchant pays the advertising bills indirectly. These subjects, however, he did not approach, hence there was a measure of disappointment evinced.

Dry Goods Notions Knit Wear

Brocade Effects and Velvets.

So much depends upon what the authorities decide upon for dress and other women's apparel material that wholesalers do not protest, but accept the ruling without question. In turn the retailer and general merchant, unless placing their orders direct with mill or importer, are in the same contrite spirit. All they want to know is it in vogue; and if so, if it will sell. The ultimate buyer accepting the merchant's word, providing he has taken the trou-

ble to get "wised up" himself. Here is what is said about materials:—

With the revival of ruffled, broadly sphered skirts and loosely caparisoned blouses come revivals, also, of elegantly woven fabrics. The most interesting phases of this revival is the modernized touch given to the revivification of old-style brocades. Their patterns appear in all the beauty of bygone colorings, to which is added the inimitable artistry and subtlety of present-day designs. Superb combinations of color are done on silks and satins of much less weightier weave, but fully as elegant and aristocratic in appearance. The most notable of these newly achieved materials are those plain or two-toned damasks and satins, also charmeuse, which have their brocaded effects produced by jet or bronze or white crystal embroideries.

Velvets will also be in a most prominent style position as a fashionably chosen fabric for evening as well as street wear, while corded silks resembling the long-ago bengaline silks of lustrous appearance and individual characteristics are also winging their way toward a vogue. Moires in metal weaves are showing within the confines of the wholesale house, and it is promised we shall see a wonderful showing of these in delicate colorings as well as in combinations which shall exhibit satin stripes and brocades. Taffetas and taffeta charmeuse are also on the programme, together with a reintroduction of panne crepe, a lovely fabric, which seems to be a hybrid weave, producing neither a panne velvet nor a crepe, but a compromise which will be wonderfully successful.

With satins, lace is the more probable trimming, especially in a return to favor of the Spanish effects and the chantillys, but particularly true of this last, in black spider-web fineness, to be used for mounting over white silk, satin or creped underbodies. Lace flouncings are in high favor. For decorating frocks of white charmeuse, satin or taffetas in a multiple number of rows, which may begin demurely enough at the hip, flare at the knee and be gathered into prim, narrow outlines at the ankles, is one form of usage. The newer mode is the use of black chantilly over gowns of white, rose color or blue.

Sellers at the Notion Counter.

A new dress fastener, called the "Outo-syte" press stud tape, is said to be invisible for waists, dresses, children's garments, underwear, etc. It can be used on the sheerest materials.

With "Goodbye, Old Hook and Eye" as a slogan, a foreign manufacturer with American headquarters, is pushing most successfully a snap fastener, not only for "miladi's" dresses, but also for gloves and fancy buttons. No one concern in recent years has created so large a call and consumption of its products at the notion counter.

Other articles fitting in well, from a selling viewpoint at the notion counter of a general storekeeper, are what is sometimes called "unusual merchandise." These include goods not strictly pertain-

ing to women's dress needs or conveniences, and also jewelry, watches, clocks, silverware, novelties, sheet music and souvenirs. In a large retail place stock of this kind is departmentized, but in the small town stores they find a suitable location with notions of high and low degree. They are novel, attractive, quick sellers, carrying a long profit at low cost. Stocks of this kind, varying in size to suit the merchant, are offered by specialists in the line. Every dealer is familiar with the character of the "5 and 10-cent stores," and how tremendously successful they have been. The suggestion is along the same channel, only on a smaller scale, so to speak.

Western Wholesalers Setting a Pace.

After briefly dwelling upon the enormous crops predicted for the Western country, and what it means toward increasing the purchasing power of the agricultural sections, Marshall Field & Co., Chicago, in their regular weekly summing up of the situation, say: "Fall business is the main topic of discussion at present in dry goods circles, and the consensus of opinion is that as retail stocks are being operated on a hand-to-mouth basis, there will be taxing demands made on wholesalers and manufacturers during the autumn season. Wash dress goods have been in good demand during the week and general orders are running about even with a year ago."

Rice-Stix Dry Goods Co., St. Louis, advise as follows: "The demand for staple cotton goods has increased during the past week, with an advance of 1/2 cent having been made on a leading line of bleached cotton. Percales also are enjoying their usual good call. Wide ribbons, both plain and fancy, are in greater favor than ever. All the indications point to an unusual demand for ribbons of all kinds this coming fall."

"Waist business is very active, particularly in Japanese silks and tinted organdies. Information obtainable from fashion centers is that all kinds of jewelry goods, such as buttons, necklaces and ornaments, will come into great favor this fall. Orders for ruffling for ladies' neckwear are received in good quantities."

"Three to 17-inch shadow and oriental laces still have first call and indications are present styles will continue throughout the summer and into the early fall. Faint echoes from fashion centers predict quite a demand for light-weight black laces this fall. In silk dress fabrics the satin finished article and pile effects will predominate. Blacks and blues will be particularly strong."

There is an authoritative turn to the above pronouncements indicative of "knowing what they are talking about."

Manufacturers Selling Retailers. Fixed Prices Questioned.

As president of the National Wholesale Dry Goods Association, Calvin M. Smyth takes up the cudgels in defense of his organization in its attitude toward the manufacturers' direct dealings with the retail merchant. He believes this species of business is unethical, but should an attempt be made to compe-

manufacturers to cease this practice, it would be a violation of the so-called Federal anti-trust law. On the question of fixed prices, Mr. Smyth says: "Our retail friends will need much assistance to break away from the fixed price custom, but there is such inherent merit in the abandonment of this fixed price plan that the matter of a change deserves very serious consideration."

Styles to be Snappy and Pretty.

A special bulletin, issued by the Style Committee of the National Cloak, Suit and Skirt Manufacturers' Association, dated July 11th, reiterates the recommendations of the spring convention, as follows:—

In view of many conflicting reports as to the lengths of women's suits to be worn for the coming fall and winter, the following statement is herewith given: Suit jackets will be finger tip length and longer, with set-in sleeves and sloping shoulder effects. They will be distinguished by graceful lines conforming with the new silhouette, namely, a tendency towards a normal waist line, with fullness at the sides or back of the jackets. A novelty feature will consist of cape effects. Skirts will be a very prominent feature of the fall suits. Pleated, flaring and long tunic skirts will be much in evidence. When the long tunic is employed the underskirt will continue narrow. Skirts are somewhat shorter also.

Coats in three-quarter length will predominate, many being cut shorter at the front. A decided feature will be the coat-cape, developed in a variety of novel forms. Separate capes for utility and evening wear will be desirable. A waistcoat effect will be a useful and attractive feature in the construction of capes.

Not only does the style committee reaffirm these style prognostications, but we declare emphatically that the members of this association are manufacturing and are firmly of the opinion that the suit of finger-tip length and longer, that is, from 30 to 36 inches, will be the popular suit for next fall and winter. All the late reports from the Paris Bureau of the National Cloak, Suit, Skirt and Dress Manufacturers' Association more thoroughly convince the Style Committee that the suits from 30 to 36 inches will be the stylish suits and the popular suits for next fall. Variety will be the keynote. The styles will be snappy and pretty.

Goods on Memorandum Not Endorsed.

The sending out of finished garments on memorandum has not the approval of the National Cloak, Suit and Skirt Manufacturers' Association. The Credit Group of the Silk Association of America, after passing condemnatory resolutions on the same matter, at a recent meeting, also brought it officially to the attention of the first-mentioned body, and in a letter to the "Modern Merchant and Grocery World," Philip Frankel, the secretary says:—

Cleveland, Ohio, July 10, 1914.

To the Editor.
Dear Sir:—On the matter of "Style Guarantee," or the sending of goods out on memorandum, our association thoroughly condemns this practice, and I know that the members of our association absolutely refuse to give such a guarantee, nor will the members of our association send out goods on mem-

orandum on the basis that a number of New York manufacturers are doing to-day.

However, I am referring your letter to the president of our association, J. P. Hovland, who is at the head of one of the largest cloak and suit houses in the West, and I am asking him to write you a letter on the subject, as the president of this association. He is highly respected and very well thought of, and I would like very much to have him write you direct.

Very truly yours,

NATIONAL CLOAK, SUIT AND SKIRT MANUFACTURERS' ASSOCIATION.

P. Frankel, Secretary.

Notion Jobbers Advise Retailers.

While the Jobbers' Association of Notion Buyers, at their meeting in New York Monday last, discussed matters of pertinent interest to themselves and their connections, the retail merchant was not overlooked. Howard A. Baldwin, of the Sheibley, Tyler Co., Philadelphia, in a paper on "Jobbers and Their Profits," gave this advice to retailers:

The retailers are realizing it is folly for them to load up their shelves and warerooms with goods on which they are invariably losing money by being caught with big stocks on account of unseasonable weather conditions.

I can see a big change in the conditions of the retailers in the past few seasons. I have personally heard quite a good many retailers say in the future we are not going to buy in large quantities from manufacturers and have our money tied up in stock, which puts us in such a position that we are unable to pay our bills on time and make our discounts. The money which the retailers think they save buying direct from manufacturers they lose because it costs them money to carry goods and they must also figure on a loss on account of bad sizes, which they do not and never will sell. The retailers have never taken this matter so seriously as they have since business is quiet. The retailers are looking for the jobbers to-day. I hear them say I am not going to buy in large quantities any more from manufacturers, but I am going to the jobbers and buy goods as I best need them and pay my bills so I can have a good credit.

Of course, this is the jobbing point of view, and doubtless not a few cases of this kind may be cited, but generally speaking, the general merchant in the small town communities is a pretty solid proposition financially, and is inclined to place his orders in quarters where he will obtain the best values and the most quickly moving stock. Whether he buys from the manufacturer direct or through the jobber, the merchant with a desirable account usually depends upon his own judgment. The attendance was the largest in recent years, 34 leading firms from all the jobbing centers being present.

Market Analysis of Silk Fabrics in Hosiery, Underwear, Gloves, Knit Goods.

Reports from Western sources state a few facts which the general merchant should not fail to remember when making up his next season's order for hosiery, underwear and knit goods generally. The buyers in the primary markets have been advised by influential factors not to plunge in making commitments,

and an ultra conservative tendency is an order of the day that merchants in the smaller towns may study to their personal advantage and profit. Silk fabrics are being favored at the expense of cotton goods, and on this phase the appended information has a seasonable bearing:—

An analysis of the knit goods business indicates that silk hosiery is now a staple article of fashion, and that it cannot be questioned further that the consuming public are willing to pay as much as 25 cents for hosiery to get, if not silk, at least a hose of full silk appearance. This naturally has curtailed the distribution of cotton hosiery. Possibly there is no other class of merchandise that the consuming public has shown such a willingness to buy in a higher grade than is indicated by the amount of silk fiber, silk and silk plaited hosiery that is being sold.

Many of the best-informed buyers will answer the question that is puzzling many manufacturers as to why more business is not being done on cotton hosiery by stating that the widespread use of silk and artificial silk hosiery has curtailed to an enormous extent the general demand for cotton hosiery. As an illustration of this fact, one manufacturer recently received a single order for men's regular silk, fiber and plaited silk half hose which is the largest ever recorded on his books.

The popularity of fabric gloves increases every season, and evidently merits of gloves made from knitted fabrics of silk and cotton are becoming more appreciated by the buying public. These gloves are washable, and this is one of the merits which has been instrumental in increasing the sales. The pronounced trend of popular favor toward short sleeved shirt waists as a popular style has increased the sales in women's long gloves.

On sweaters of the heavier and cheaper grades, business is not satisfactory. At summer resorts and for evening wear, silk sweaters, of pure silk or artificial silk or part silk and part worsted, are very popular with the women. An imported artificial silk women's sweater is being sold extensively by high-class retail stores, and these sweaters can be had at retail from \$10 to \$15 for the better grade, and the cheaper grades can be had for even less.

Upon inquiry it is learned that no American manufacturers, for some reason, have attempted to make this particular class of sweater. Some orders are being placed by the jobbers for women's coat sweaters in fancy stitches. It is believed by

some of the buyers that the wearing of fancy stitch sweaters by women is increasing in popularity, not only because of the general sightliness of the garment, but because of its advantages for use for protection when the cool evenings require an extra garment.

The road work of the salesmen in the Middle West on underwear for spring delivery has not resulted in satisfactory booking of business. In reference to the closed crotch situation in underwear, which has been a question of so much prominence among manufacturers and merchants, it is hard to get a unanimous expression of opinion from buyers as to the standing of this class of garment. Some buyers state that the closed crotch is selling best, while others imply that it is just a fad which will not last long.

In women's underwear, mesh goods seem to be proving good sellers among the jobbers and retailers in the Middle West; also in silk and other mixed knit underwear the demand is gratifying, but at the same time no particularly large business is being done in this class of merchandise. As a whole, in the Middle West the knit underwear business is unsatisfactory; but because of the prospects for more normal business conditions throughout the country, trade is optimistic as to the future.

This is a comprehensive review of the status and selling possibilities of merchandise in these four important classes that will bear study by the merchant in view of prevailing conditions.

Dry Goods Names Puzzlers.

"Shall I pronounce it rateen, Mr. Blank, or rat-i-nay," a bewildered clerk, perhaps, asks the head of the store, and thereat a conference is necessary between the proprietor and one of his distinguished buyers who has been abroad and also to New York.

"What is this new woolen cloth, gabardine," asks another, "that I have read is the real thing in Paris and Chicago?"

"Please, Mr. Blank," chirps another, "don't you think we had better order some of that new stove polish ribbon for our millinery department? You know it is the last word in the summer ribbons; I know, because Mrs. Jones was in the store to-day asking for it, and she said her sister wrote her that every one on Fifth avenue was wearing it. There is a French name to it, but she forgot what it was."



If you do not sell Wheatena, you do not sell the cereal that is selling better and steadier—with less advertising—than any other on the market.

Remarkable Guarantee—Unusual Packing—Satisfactory Profit

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

And "What does Martine mean?" comes from another member of the staff.

"Moires are scarce, scarcer than taf-fetas," is the contribution of the head of the silk department.

"Enough of this Poret, moire, Martine, gabardine business," finally exclaims the distracted proprietor. "You will submit your questions in writing and Miss Louise, here," turning to the head of the cloak and suit department, "will answer them."

Overloading of Department Stores.

Following the recent failure of large enterprises in Boston, New York and Chicago, the overloading of department stores is plain to merchants, and now a period of reconstructing business methods among large retailers has begun. In not a few instances these institutions have become top-heavy, and with the increased advantage in the way of better and larger assortment of goods offered by the general merchant outside of the larger cities, there is more of a disposition on the part of the public to buy at home. The local merchant can assist the growth of this spirit by judicious buying of up-to-date goods, notions and novelties, combined with adequate store display and commensurate publicity.

Foreign Serges Inferior to Domestic.

A crowd of buyers and retail merchants were in the Eastern primary markets during the past week looking over the situation and placing orders. Many lines of dry goods, dress materials, silks, satins, hosiery, underwear, knit goods, novelties, etc., were opened for the fall trade and the commitments for early delivery augur but one condition, and that prosperous for the coming season. Several associations, in the deliberations and actions of which the small town merchant is keenly interested, held their summer sessions. In these meetings the minor retailer or country dry goods dealer, and his present and future status, were freely discussed in connection with the distribution of merchandise. New channels of distribution were admitted as gradually being developed, along advantageous lines to the merchant, and just what relation the wholesaler will bear to these developments only time will determine. The merchant, however, was given a lot of advice, with a favorable leaning toward the jobber when it comes to placing orders.

It also came out that the dress fabric buyers, in talking over the tariff, were of the opinion that while prices on some foreign lines, such as serges, were cheaper than the domestic product, the quality was inferior and thus offset the other advantages. They believed that for the American trade American goods were more satisfactory. In confirmation of this, and from another source, it is learned that the cheaper grade of foreign serges are of such inferior construction it is plain they were made to sell at a price. Recent experiences with some of these goods have proved costly to the purchasers. A large percentage of glue was found in many of the serges, one lot which an expert described

as being made of "gum and briar bushes." This is, perhaps, an exaggeration, nevertheless their appearance as to finish was far from attractive.

On the lower price kinds of domestic dress goods for spring delivery, 1915, few prices were quoted, as orders are being held back. Those willing to buy were accommodated with last season's prices. The minor merchant, who operates on a fair basis, is not purchasing so far ahead and will doubtless hold off until the prices are formally announced, which will occur this week.

Small Town Merchants at Claflin Sale.

With characteristic impatience the American merchant and his colleagues in the commercial vineyard would have the Claflin debris cleaned up quickly and the decks cleared for future action. At the peremptory sale last Monday in New York of the H. B. Claflin Co. merchandise stock, exempting blankets, etc., and during the week, the buying by jobbers and retailers was steady and satisfactory. Among the merchants present, a great majority of the 700 or 800 people in attendance, a very large number were from the small towns, much to the surprise of everyone. To be sure, the principal jobbing houses were represented and they bought freely. The merchants from the small communities came prepared in good credit to get everything they bought. The notion stocks offered many rare opportunities to this class of dealers, who bought generously, making the most of their opportunity.

With exceptions of large lots, the terms of sale were regular, either net 10 days, or 2 per cent. 10 days, 60 extra. In other words, it was neither a slaughter, fire or false bargain sale. The usual crowd of "sharks" was on hand, but they were not very successful in making "scoops." Most of the buyers, including all of the general storekeepers, bought for immediate sale and shipment. Wash goods, print and white goods stocks attracted primary attention, and later laces, knit goods and dress materials followed. Oriental rugs were offered at exceedingly low prices, and those skilled in the lines bought liberally. Some ratine fancies in wash fabrics that sold regularly as high as 75 cents a yard were disposed of at 20 cents. Printed lawns selling at 7½ cents a yard went at 5. No printed plisses were offered at cut prices, but everyone was looking for them. In prints and gingham some well-known lines were quickly sold at 15 off regular figures. Laces that sold recently at 11½ cents sold for 7½. Some embroidered goods that were priced at 52½ cents, sold for 40; and hosiery held at \$4.25 a dozen, went for \$3.50. Small buyers found prices named on many lines, but if they were prepared to handle quantities they were given an opportunity to make bids for lots. These are only a few instances cited, but it is safe to say that within the next fortnight there will be "Claflin Sacrifice Sales" in bunches of stores throughout the country. A plan in which a legion of "stickers" will be swept out with the supposititious stock.

Fixed Prices on Underwear at Retail Not Approved by Some. Tariff Life Saver for Others.

Fixed prices in knit goods, especially underwear, is a disturbing factor to manufacturers, jobbers and merchants, according to statements made at the meeting of the Jobbers' Association of Knit Goods Buyers in New York last week. It was agreed that its "limitations were detrimental in character and interfered with the progress" of the trio of trade elements aforesaid. A committee was appointed to investigate the situation and make practical suggestions for improvement.

At the same convention one of the invited orators contended that after all was said, fixed prices on underwear was a blessing in disguise when the present tariff went into effect. Among other things he said: "The retailer has put a Chinese wall around the whole business. He has fixed certain prices on underwear called 'popular' prices in the trade, but inexpressibly unpopular with the manufacturer, and refused to sell at any other price. Fully three-quarters of this country is retailed at \$1 a suit, most of the rest at 50 cents and comparatively little at higher prices. So all our manufacturing ability and all the selling competition have been focused on two prices."

People, whether manufacturers or jobbers, who seriously entertain such opinions, are apt to overlook how such prices were established and maintained and the reason therefor. Comparatively a small group of underwear manufacturers have adopted progressive methods in creating consumer demand, and incidentally retail selling co-operation. Who educated the public to the appreciation of athletic underwear or improved light weights in every form and shape; or the comfort of the union suit and more suitable designs in two-piece garments? Not the manufacturers or jobbers who are now railing against fixed prices. It was essential in planning a campaign for the introduction and sale of these up-to-date lines to also name a price—varying according to quality of material, of course—as a climax or peak of the educational solicitations. It has taken some years for the buying public to be made thoroughly familiar with garment and price, and when both become ingrained the entire character of the market had changed. Merchants were not slow in stocking underwear the public asked for and wanted; hence these tears!

Manufacturers who have "dug up" their own market—not by price alone, believe me, as "The Stroller" would say—and now have a trade no factor can destroy, and only slightly disturb by unfair methods, or other reprehensible methods, are not wailing about fixed prices as detrimental or harmful in any way. Their position is impregnable. Manufacturers who have looked askance on this new and very much approved way of merchandising, and are too far in the rear of the procession to catch up unless by equally energetic means, now argue the trade is demoralized. Not by even a little bit. The modern merchant has no sympathy with such complaints; he is on the firing line

with the right goods at the right prices and he cordially invites the buying public to come in and look him over.

The speaker referred to, in concluding his remarks on fixed prices, then used this remarkable illustration:—

When the tariff was cut in half on his product his previous troubles proved to be a blessing in disguise; for under the retailers fixed prices he (the manufacturer) had made himself too strong for any foreign competition, and his business, like the house in the Bible, stood through the storm and fell not, for it was founded on the rocks of hard competition and fair trading. *Our fixed retail prices have served this one good purpose.* I do not see who is going to change them or how it is to be done. I am not arguing right or wrong, but trying to state the facts.

As this is the frank opinion of one of the most highly esteemed manufacturers and wholesalers in New York, where does that committee get off?

Sweaters Advanced. Smart New Fabrics.

In the face of dull buying, an advance in sweater coats was ordered recently—from 5 to 10 per cent. This is said to be occasioned by the increased cost of yarns and other manufacturing expenses. It is advised that the new vests, with brushed up surface, are not the success anticipated; that they will not give permanent satisfaction. The fiber silk sweaters are selling all right in the big stores, but the inland merchant is not so enthusiastic.

One of the smartest of the new fabrics of a novelty character is called "crackle." It is an evolution from the ratine cloth, soft woven and finished. It is shown in stripes and checks. Another new cloth is "Niblick." It suggests the gold grounds, the patterns being in neat checks and stripes, the weave resembling poplin.

Lines in black and white effects are among the smartest things shown at a popular price. All widths of stripes in sheer weaves, with corded suggestions that make the black stand out more prominently. They are counted upon to sell big, and it is expected they may be scarce in the better qualities. In design, finish, packaging and general production, these goods are distinctly suited to American tastes. They are, besides, color fast, which means they are made to wear. It is predicted sheer fine cloths are coming into vogue very fast; and there is now developing a call for the very best grades of the fine fancies to be used for next spring.

Warm weather fabrics of cotton and mohair are highly regarded for the next spring season. The American Woolen Co. however, opened up an entirely new line last week that contains no mohair, but is made on cotton warps and filled with worsted, which is said to be a vast improvement. It is the first time the company has offered men's wear materials of this sort. The majority of the goods are dull finish; and some, in which lustre wools are used, have the appearance of mohair goods. They come in various colors, greys predominating. These fabrics are of light construction and porous weaves and sell at low prices.

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocco sola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 5 Bartlett St., New Brunswick, N. J.

Offer No. 9.

We have for sale a Computing Templeton Cheese Cutter, with a brand new knife; price \$13. Address

R. L. SIEGFRIED,
Nazareth, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, 11 in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have 2 cases, 32 packages each, Celluloid Starch, 10-cent size; will sell for 5 cents, and 1 case, 64 packages, 5-cent size Celluloid Starch at 2½ cents per package. Also 1 case, 64 packages, Miller's Lasting Starch, at 2½ cents per package.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction

guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each.. \$5 80
3 Carnation Berry Spoons, \$1.75.. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40
5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere

Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

UNION LEAGUE GINGER ALE

A NEW HIGH-CLASS REAL GINGER ALE MADE WITH ONLY PUREST INGREDIENTS AND BOTTLED UNDER STRICTLY SANITARY CONDITIONS

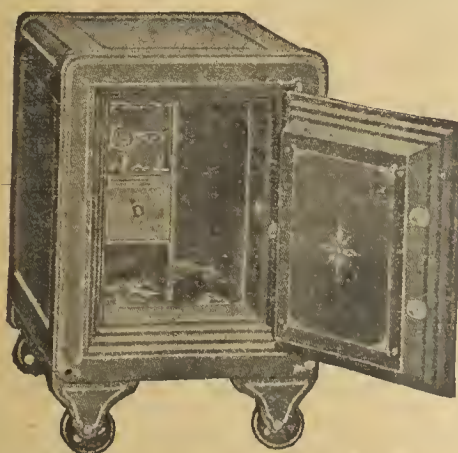
Bottled and Guaranteed by

SUNBEAM WATER COMPANY

1937 Market Street

PHILADELPHIA

Only \$27.50 for One of the Best Safes Made

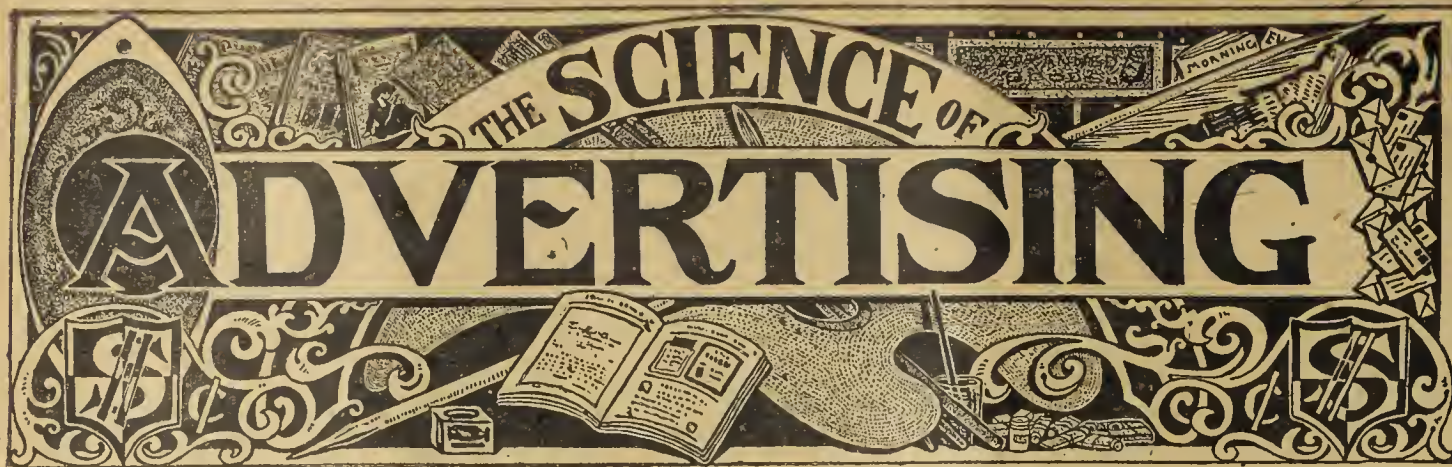


Our Gibraltar Safe, No. 125, outside 32 inches high, 22¼ wide, 22¼ deep. Inside 18 high, 14 wide, 12½ deep. Weight 750 pounds.

This safe is absolutely fire proof and will last a lifetime. We letter your name on it free.

HOWE SCALE CO.

508 Market St., Philadelphia, Pa.



Randolph Gage, Clarksdale, Miss., sends in an advertisement which he recently used. It is printed on a card 3 x 8 inches, the card being of good quality and the printing fair, though better taste could have been used by the printer in combining his types. Here is the card very slightly reduced in size:

RANDOLPH GAGE FANCY GROCER

SUMMER GROCERY REDUCTION

Retailed at Wholesale Prices.

TELEPHONE 64

| | |
|--|------------|
| 1 dozen 1lb. Pork and Beans | ...\$.90 |
| 1 dozen 2 lb. Pork and Beans | ... 1.40 |
| 1 dozen 5 cent Cream |45 |
| 1 dozen 10 cent Cream |90 |
| 3 25 cent bottles Liquid Veneer | .50 |
| 3 50 cent bottles Liquid Veneer | 1.00 |
| \$1.00 bottle Liquid Veneer and Mop | 1.00 |
| 1 dozen cans Tomato Soup |90 |
| 1 dozen cans Vegetable Soup |90 |
| 1 dozen cans Chicken Soup |90 |
| 1 dozen, assorted, |90 |
| 1 dozen 1lb. cans Rumford Baking Powder | 2.50 |
| 1 dozen 1lb. cans Jack Frost Baking Powder | 2.00 |
| 1 dozen 1lb. cans Royal Baking Powder | 4.75 |
| 1 dozen pint bottle Grape Juice | .. 2.25 |
| 1 dozen quart bottles Grape Juice | 4.00 |

These Prices are Good for One Week
and if you do not take advantage
of them do not kick

RANDOLPH GAGE
FANCY GROCER

HE FEEDS CLARKSDALE

TELEPHONE 64

There is something in this card which I consider a very bad advertising waste, and I kick against it every chance I get. It is the fact that "Randolph Gage, Fancy Grocer," appears twice. There is no earthly need of that. It simply eats up space and makes the advertisement no stronger. In fact, it makes it weaker, because it takes up room that real advertising could have been put into. Incidentally, it was some proofreader who read the proof of this card. He couldn't even see that the very first word, "Randolph," was spelt "Randolph." Mr.

Gage would have been perfectly justified in refusing to accept these cards, for sending them out, I have no doubt, subjected him to more or less ridicule. Can't you hear people saying that he "can't spell his own name"? People never blame a thing like that on the printer; they blame it on the advertiser himself.

This advertisement ought to have gotten business, because the prices are low. The special wholesale idea is a good scheme—it persuades people to buy larger quantities than they ordinarily buy, and therefore is the means of moving a considerable block of goods. It also has a tendency to stop people from taking up co-operative buying schemes. When they get a dozen cans of baked beans for 90 cents, they would soon find, if they looked into the matter, that there won't much more be gotten through co-operative buying. Outside of everything else and for that reason alone, I should use the special wholesale idea, if I were a retail advertiser.

I have already spoken somewhat of the type display on this card. I should have changed it about. I should not have put the name at the top, but would have used a head like "Summer Grocery Reduction," or "Groceries Retailed at Wholesale Prices," or something like that. The name should have gone at the bottom, where it also appears.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Many Important Bills of Trade Interest Now Pending in Congress.

Measure Requiring Manufacturer's Name on Label, Requiring Date of Packing, Regarding Cold Storage, Requiring Ingredients to be Stated, and Eight Amendments to National Food Law Now in Various Committees Awaiting Action.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., July 16, 1914.

The Sixty-third Congress has been in almost continuous session

since March, 1913. The bills introduced at the first session (extra session, 1913) of the Sixty-third Congress kept their places at the regular or second session which convened in December, 1913, without being reintroduced. More than 22,000 bills have been introduced in the present Congress, 10,000 of which had been introduced at the time of our last annual report.

Among the more important bills of trade interest now pending are the following:—

Eleven bills that require the name and address of the manufacturer on the label. Some of the bills apply to all commodities, while others apply to food products or some other commodity only.

Six bills require the date of packing on the label. Three of the bills relate to cold storage articles, two to canned goods generally and one to canned meats and meat products.

Seven bills require the ingredients to be placed on the label, but these bills generally relate to commodities other than food products. It is possible, however, that any one of them may, at any time, be so amended as to apply to food products or to all commodities.

Five bills relate to cold storage.

Eight bills seek to amend the Food and Drugs Act of 1906. Some of the proposed amendments are of such serious nature that if enacted would greatly cripple the national food law, while others are of little importance in their present form.

Two Senate bills relating to bills of lading, one of which is the so-called uniform bills of lading law that has been enacted in several of the states have passed the Senate. Many other bills on this subject have been introduced but have thus far received but little advancement.

A great volume of anti-trust bills of all sorts are now pending.

A bill to establish a standard barrel for fruits, vegetables and other

dry commodities has passed the Senate and is now pending in the House.

In addition to the above there is a considerable number of other bills affecting the interests of the trade that are also receiving the constant attention of your committee. Among these are excellent bills to prevent fraudulent advertising, and to secure one cent letter postage. HOLT.

Government Finds Orange Frauds and Warns Shippers Against Them.

Fruit Sold as Valencias Was Not Valencias. Frauds Perpetrated by Shipping Unlabeled Boxes.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

July 16, 1914.

The Department of Agriculture has discovered that certain oranges are being shipped under false descriptions in the bills of lading or invoices as to their variety. The Department has examined some of these shipments and has found that while these oranges are being sold to consignees as being a better variety than they are, the actual boxes of oranges are either not labeled at all or are not labeled in accordance with the variety mentioned in the records of sale. Some of these oranges are represented for example, as being Valencia, and examination shows them to be another variety.

The matter is being carefully investigated with a view to determining the rights of the Department under the Food and Drugs Act to take action against such shipments. In the meantime, jobbers and others are advised to examine oranges packed in boxes either unlabeled or without any distinctive varietal designation, in order to satisfy themselves whether these oranges are represented by the producer or shipper.

Similarly, retail purchasers who are in the habit of buying oranges according to variety should assure themselves that the oranges are represented by the dealer. HOLT.

The first Arizona cantaloupes are on the market, at \$3 per crate. California cantaloupes are about done—the quality now very poor. Southern cantaloupes are also coming forward, at 75 cents to \$1.50.

Keep Your Store Cool

An Electric Fan or two will not only make your store cooler than the streets outside, as well as pleasant and inviting, but will also keep the place free from flies. An **ELECTRIC FAN**

costs less than one cent an hour to run—can you think of any more effectual and economical way to make your store attractive to your customers?

The Philadelphia Electric Co.
Tenth and Chestnut Streets

BABBITT'S PURE Lye or Potash

"Keeps its strength to the greatest length"

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.



B. T. BABBITT, Inc.
NEW YORK CITY

What This New Plan Means to You

The core of our plan for our **Standardized Coffee Blends** is that we keep our blends absolutely and positively uniform from one year's end to another.

How? Simply by an unprecedented amount of labor and care. Grades must match even if we have to go through the market with a fine tooth comb. But think of the enormous advantage of this, both to us and to you. We can sell you, and you can sell your customers, the same coffee-to-morrow and forever. Not "almost" the same, or "about" the same, but *the same*. Nothing so binds a customer to you as uniformity. We are finding that out, through these Standardized Blends, and so will you if you will adopt them.

Have you seen samples yet?

William B. Harris Company
65 Front Street
New York City

WILLIAM B. HARRIS, President

VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

**"WE SELL
SWIFT'S PREMIUM HAMS"**

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.



Every Customer Who Tries Hooton's Cocoa

on your recommendation will be a *better customer* for you than ever, because the Quality, Fine Flavor and Big Money's Worth will make her grateful to you. This also means she will always buy it and you can count on steady sales. We give you a special opportunity to handle Hooton's Cocoa profitably, and we have a special proposition that will start it selling over *your* counter. We'll gladly explain if you write us.





CCLXVIII.—Some Lessons From a Business Plan That Failed.

Business men who want to accomplish certain results sometimes go about it in very ingenious and plausible ways, only to find, when the plan has to stand a test, that in spite of the fact that it looked good, it was really nothing but a waste of time.

Such was the ending of a plan tried by a certain Philadelphia business man not long ago. What happened to it in Pennsylvania would have happened to it in any other State, therefore I have no hesitancy in citing it or as a warning or suggestion to be published in most all the States in the Union.

This man was the owner of a business, in the building of which he had been materially aided by two old and valued employees. These employees got it into their heads that they were not getting enough out of the enterprise and that they ought to have an interest. The owner, when they put their views before him, devised this scheme, the object of which was to give them an interest and at the same time not give them an interest. It sounded all right and completely quieted the two employees.

The substance of the plan was that no present interest should be given the two employees, but an agreement should be entered into by them and the owner, under which the *entire* business should automatically pass to the two employees at the instant before the owner's death, subject, however, to the condition that a certain part of the income should be paid the owner's widow as long as she lived.

The owner's idea was that this would avoid all the trouble of filing a will, having an executor or administrator appointed, and taking a year to settle up the business. Also that it would preserve the business intact for the two employees and the wife, even though the balance of the estate, which was to be ad-

ministered in the usual way, was not sufficient to pay the debts.

It was a beautiful scheme, but it completely forgot some fundamental principles of law which govern such transactions. First: That a man may not in such a way as this put his property beyond the reach of his creditors; and, second, that a transfer of property—which the owner does not part with when he makes the supposed transfer, and which transfer is not to take place until after his death, is not an agreement at all, but a *testamentary* disposition of the property. That is to say, it is practically a will, and must be filed and an administrator or executor appointed to administer it; just as if it had purported to be a will.

Of course, either of these legal principles completely defeated the intent of the owner of the business I am referring to. He died. The two employees stepped in and took possession of the business under the agreement, including \$1,500 cash in the bank. The widow, who by the way, had signed the agreement and was not in position to object, did nothing, but the creditors did. They dug around and found that outside of the business there was not sufficient assets to pay the debts, and they at once attacked the agreement and what had been done under it. The result was a foregone conclusion. The agreement was held to be testamentary, that is, in the nature of a will, because it provided for the disposition of property—which meanwhile had not changed hands—after the owner's death. It was further held that even if the agreement was not testamentary, it would not be good as to creditors. Therefore the business had to be turned back into the estate, and the two employees were practically where they were in the beginning. The former owner of the business, if he knew what was

transpiring, probably turned in his grave.

How could this plan have been carried out successfully? Not in any way which did not include the actual transfer of the business. Under the law no man may transfer a business to others and keep it himself, nor can he keep it himself and at the same time transfer it to others. His attempted transfer, if he still holds on to the business, will be held to be no transfer at all.

This plan could have been consummated in two ways: 1. A little company could have been incorporated, and the business transferred to it in exchange for its capital stock. The stock could then have been distributed among the owner and his two employees, but the owner could have held the employees' shares as trustees until his death, when the trust could have been made to terminate. If that had been done the employees would have been taken care of during their lives, and at the owner's death the trust would have been dissolved and they would have come into their stock, rid of all trouble.

Of course, the corporation would have had to assume the debts of the business, or the transfer would have been as illegal as that which fell to pieces.

The second way would have been to form a partnership between the owner and his two employees, to which partnership the business would have been transferred, the two employees to draw no profits until the former owner's death. In this case, too, the debts would have gone to the partnership with the rest of the business.

Here is a useful fundamental principle to remember: that no transfer of a business or of personal property of any kind—except where the transfer has to be recorded and is therefore notice to the public—is good as to creditors unless the

property actually changes hands. A sells to B and continues to hold the property sold, A's creditors come on the property just the same as they ever could.

(Copyright, July, 1914, by Elton J. Buckley.)

Question: * * *, ———, I would like to have your advice on the following: On June 18th I bought of Elvidge & Palmer, 1328 Broadway, New York, through their agent, an assortment of emeryware. This assortment was to be an exceptionally wonderful assortment regarding the sizes of the different articles. The agent showed me a large photograph of the supposed assortment. He also showed me a large pan which he explained was one of the small pieces. When the assortment came, on the next inst., and was opened up, it proved to be an entirely different lot of goods; in fact, they were all small pieces, and at the outside not worth over 36 cents per dozen. I wrote them a letter refusing the shipment. I inclose the copy of same, and their reply, and a letter from the Manufacturers' Mercantile Agency. Can they compel me to keep the goods? When I signed that order I thought I was signing an order for what I saw, not for something else. The agent claimed I would get exactly what I saw. I had witnesses to the whole transaction. Who is this Manufacturers' Mercantile Agency? What action have they got against me? How have I imposed upon E. & P.? They talk it is an imposition for me to expect to receive what I buy. I am perfectly willing to take a thing I ever buy, but I certainly do not want to have the wool pulled over me. Please advise me what to do. If you publish this letter please withhold my name.

Answer.—Messrs. Elvidge & Palmer are mentioned in the rating books of the mercantile agencies and merchandise brokers, but have no rating.

With this came a batch of letters, including one from Elvidge & Palmer, in which they say: "You were shown a photograph of the very assortment shipped, which photograph had a measuring scale at the foot of same, so that you were in position to know exactly the size of every piece as shipped." There was also a letter from a concern calling itself "The Manufacturers' Mercantile Agency," that I had never heard of. The address is 10 W. 35th street, New York. The letter is the usual collection agency letter, and claims to have been formed "for the protection of manufacturers and jobbers throughout the country."

Your position depends upon whether Elvidge & Palmer have fully fulfilled their contract. If they submitted to you a photograph of the assortment, and with the measurements of each piece, and if the pieces delivered to you comply with those measurements, then, in my judgment, they have complied with their contract, and the fact that their salesman may have misrepresented verbally makes no difference, because the law would say that you were given the best means of knowing what you were going to get, and if you took the salesman's word rather than the printed word, no liability attaches to Elvidge & Palmer.

On the other hand, if Elvidge & Palmer have not complied with their contract; if you were not furnished in any clear way with specifications of what you were getting, and if, in addition to this, the salesman misrepresented, then you have a legal right to refuse to accept delivery, and to decline to pay the bill on the ground that Elvidge & Palmer have not filled your order, but have sold you something quite different from what you bought.

As to the letter from the Manufacturers' Mercantile Agency, I would pay no attention to that. It seems to be a mere collection agency, used by E. & P. as a possible means of hastening the settlement of their controversy with you. It may be a part of a deliberate fraud, or it may not be; this depends upon the facts of the case.

NOTE.—Requests for information in this department should tersely set out all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Used in Dozens of Dishes



Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



Are You Sharing

with us the steadily growing popularity of

MAPLEINE

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.



WHAT TO TELL CUSTOMERS

"You can always depend on BORDEN'S EVAPORATED MILK because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Everybody Can Make Money Out of Advertising.

Did you see that letter in the "Modern Merchant and Grocery World" the other week from a fellow that said he never advertised? What d'ye know about that? Think he was right? I don't think so, though he ain't asked me to butt in with my opinion. You fellows may have noticed that I don't wait to be asked to tell what I think about things. Know why? Better be honest: it's because if I did I'd never get any chance to open up, and just think of all these great opinions being bottled up.

Nope, I don't think he was right. That fellow and every other fellow that's in business can make good money out of advertising—if he knows how.

D'ye know, if I hadn't such a good job selling goods I'd start a scheme to-morrow to go round and tell fellows that don't do any advertising now because they don't know how, how they ought to do it. Do I know enough about advertising to do that? Sure I don't, but that ain't got anything to do with it. *Nobody* knows anything about advertising, so I know as much as anybody.

I'll bet I'd make \$10,000 a year, after I got the thing going. Of course it would be some sweat getting it going. A lot of fellows would want to boot me out because I was telling 'em I knew more about their business than they did.

Seems to me when somebody tries to tell you something, that's the wrong way to look at it. I own up right now that there's probably somebody that knows how to run my job better than I do, and that if my boss could pick him out I'd be fired. Now what's it up to me to do? Pray that my boss won't find him? Not on your life—it's to work and sweat so there won't be anybody can run it better than I can. Then I can tell everybody to go hang.

But to get back to advertising. Anybody can write ads that will make people sit up and take notice. He don't have to have a college education—horse sense is all he wants. Listen here. Take the fellow that wrote the "Modern Merchant and Grocery World" that he didn't advertise because he didn't know how. Suppose he came out in his little local sheet some week with an ad. that started like this:

Go to H—I, Mother!

What would you think of a man that said this to his mother? Wouldn't he be terrible? Yet if a man could ever have good cause to say this to his mother, it would be if she refused to buy some of the tremendous bargains we are offering for the week of July 13th—18th, some of which are as follows:—

Am I right, fellow patriots of the Twenty-fifth Ward, when I say that everybody in the burg would see that ad.? Why it's dollars to doughnuts! And getting people to see it is the big thing, ain't it? Sure!

Or take this one, which I also write free of charge:—

Pastor Jones Is a Liar!

If he says anybody in Smithville sells goods cheaper than we do. We have not heard that Pastor Jones says so, and we don't believe he would, because he knows better, but if he did say so, that would be our opinion of him. Read the following offerings for the week of July 13th—18th:—

You could use the name of any of the local preachers in this ad.—it don't make any difference which. I can see how anybody could make the hottest kind of a hit working in well-known people's names like that. Women's names, too—I'd pick women with husbands not over 5 feet 4 and that wear a 13½ collar. Take some woman that's well-known in the place and hit her off like this:—

Will Mrs. Robert Jackson Ever Have Twins Again?

It's anybody's guess—her's too. That is one of the things that nobody can tell. But it is no guess that a dollar will buy more solid value at our store than anywhere else in the county. For example, read the following magnificent offerings for the week of July 13th—18th:—

Probably everybody in the place would be laughing and going on about this in one hour after it come out. That's all advertising, ain't it? I don't know whether Mrs. Jackson would be laughing with 'em or not, and I don't give a ding. I ain't got anything to do with that.

Now here's a mighty important point that you want to keep in mind when you use this ad.: you want to pick out a woman that has never had twins. Get that? There's more good advertising for you in using that word "again" than there is in anything else in the whole ad. Don't forget it now, and then kick at me because it didn't pay like you thought it ought to.

If I was to work this scheme that would be the way I would work it. I'd go into a place, say, to-day, and I'd get the names of three or four well-known people and work 'em in to some mighty nifty ads. like that. Then I'd collect for 'em and take the next train for my next place, say, in Australia somewhere. Would it work? You can bet your neck it would work!

THE STROLLER.

Pennsylvania Organization Notes.

The hot weather is interfering with the holding of association meetings, but interest in organization work is being splendidly maintained.

Quite a number of the associations are forming Philadelphia Clubs to attend the State conven-

tion. Some associations promise visitors.

Without doubt the convention will be the "big" event of the year in association circles. The attendance, without doubt, will exceed that of any other convention ever held. The programme will be of unusual interest. The entertainment features will be splendid. The influence of this convention will be felt for years and should result in a big forward movement.

R. C. Weller has been elected secretary of the newly organized Board of Commerce of Erie, Pa.

Quite a number of the associations in the State refuse to permit their members to advertise in programmes, church papers or buy entertainment tickets without the association first giving its approval.

The organizer spent Wednesday July 15th, with the newly formed Birdsboro Association, assisting in the development of this active organization.

Home buying is an important subject for the consideration of local associations of business men. How to influence home people to buy at home and how to make stores of the home town worthy of the buying support of the people.

Quite a number of new associations will affiliate with the State Association before the date of the convention.

Danish Butter Now a Factor in American Market.

Tariff Reduction From Six to Two and a Half Cents Allows Large Quantities to Enter the United States and Stimulates Competition With American Butter.

While there has for some years past been limited quantities of European butter imported to this country, it was necessarily of low grade stock, or if extras or first grade, prohibitive price had to be asked in order to cover cost and duty. But with the lowering of the tariff from 6 to 2½ cents, things have changed materially, and the fine make from Denmark—Europe's greatest dairy country—can be imported and sold on a par with the best grades of domestic stock, and at about the same price.

important a factor has the European butter become that two Danes, namely, Oswald A. Olsen and Har- l Goertz, have emigrated to the States for the express purpose of looking after the butter imported from Denmark, which is handled from New York City. Every week hundreds of casks of 112 pounds each of Danish butter enters New York harbor. This is all pasturized and government inspected before it is allowed to leave the respective creameries.

Moisture is a very important factor with Danish butter and great care is placed on it. Danish butter contains only 9 to 13 per cent. of moisture, while some domestic makes contain 14 to 15 per cent.—the latter being the highest percentage allowed—and when stock lies in a creamery with excess moisture, it has to be renovated, which causes serious loss through shrinkage and deterioration. Therefore the Danish butter is of firm body and the color uniform.

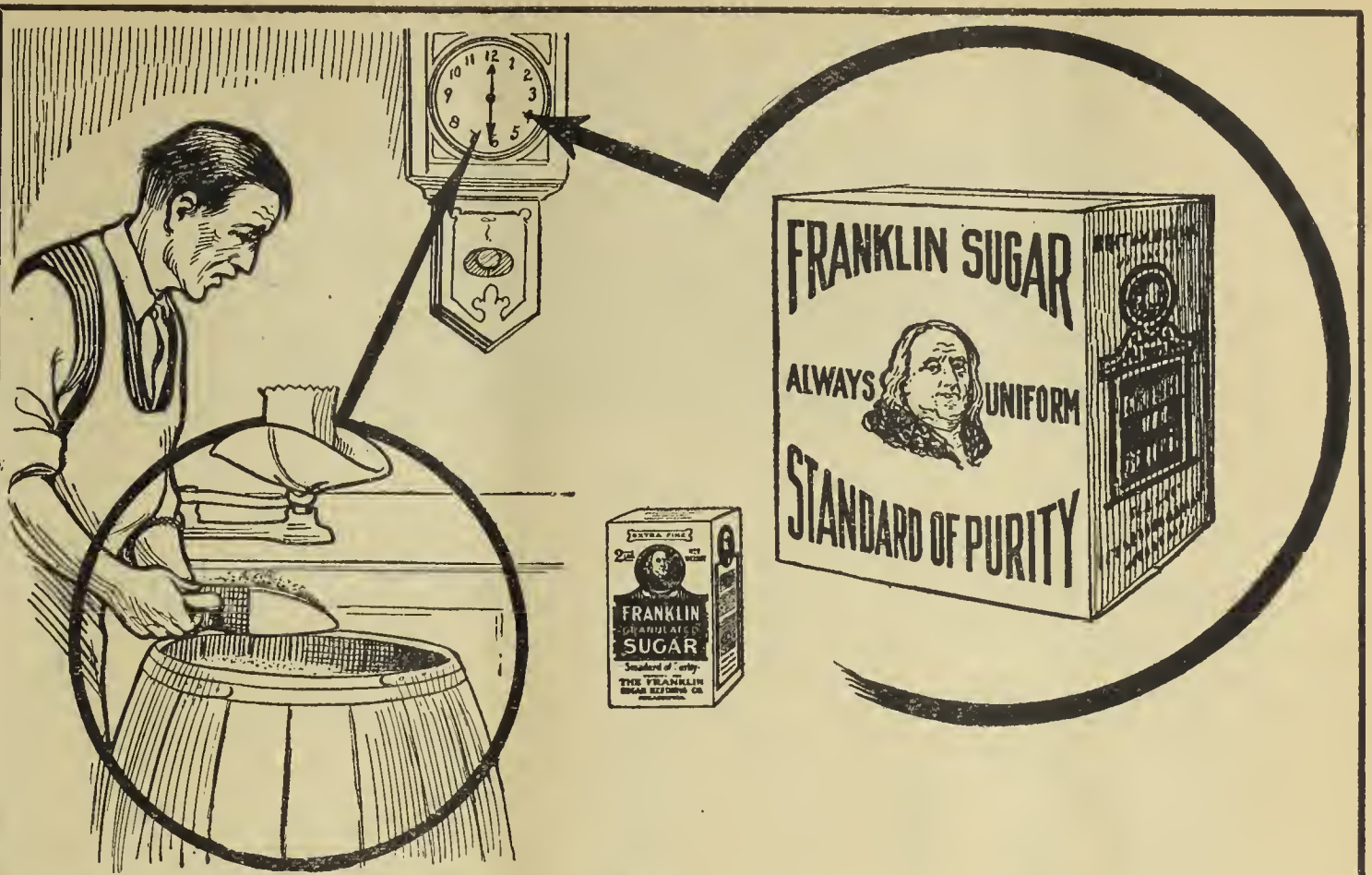
England draws heavily on Denmark for butter, preferring it to her own make and that of Ireland. The most noteworthy feature of Denmark's make is perhaps that there is no cold storage stock over there, the fresh make being large enough at all times of the year to supply the home country and furnish large blocks of stock for England, and now for the United States also. The price of butter in Europe is always somewhat cheaper, so that with the small duty of 2½ cents added to get it here, it is not necessary to get a higher price, wholesale or retail, than the domestic stock sells for.

From New Zealand a great many tons of butter has found its way to this country via the Pacific coast, and statistics just compiled by the California government show that the price to consumers has been reduced a couple of cents through the assistance of the New Zealand shipments. Considerable butter is also imported from Siam and Holland, but up to this time the offering has been too irregular in quality to get much attention.

PATENTS

Trade-marks procured promptly and properly in all countries.

Wells & Davis, Washington, D. C.



Don't Waste Time Putting Sugar in Bags

It's a foolish waste of time for a grocer to buy sugar in a barrel, open the barrel, scoop out the sugar, weigh it (giving a little overweight every now and then), fold the bags, tie the bags, pay for the bags and the twine, when he can buy a CONTAINER of FRANKLIN CARTON SUGAR, slit it open in five seconds with a pocketknife, lift out the CARTONS and *sell* them! That's the beauty of FRANKLIN CARTON SUGAR—there's nothing to do but *SELL* it; no work, no bother, no loss of time, no loss from overweight, no expense for bags or twine.

Franklin Carton Sugar Will Please Your Customers

Women appreciate the clean, white purity of FRANKLIN CARTON SUGAR. AS SOON AS THEY SEE IT! They KNOW it's better sugar than they can buy any other way. They like the CARTON because it doesn't burst, fall over, spill or tear. They like it because they WANT CLEAN sugar. Once you start your customers buying FRANKLIN SUGAR in CARTONS, they'll always want to buy it and you'll want to sell it to them. FRANKLIN CARTON SUGAR is the right proposition for both the grocer and his customers.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

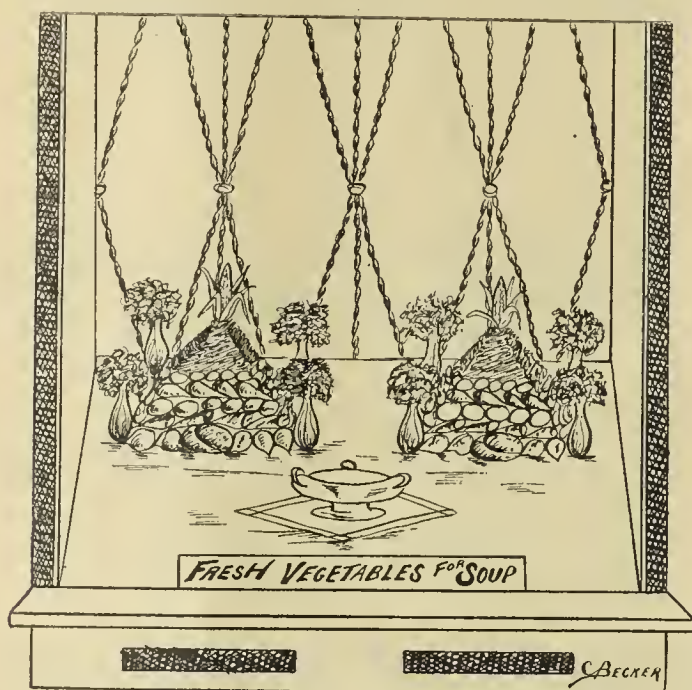
"Try FRANKLIN CARTON SUGAR this time. It's cleaner and better than the sugar we have to buy in a barrel, and the sanitary CARTON keeps it clean and dry, and won't burst or tear like a bag."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Vegetable Trim.

This neat arrangement of choice fresh vegetables is certainly attractive. To arrange this display: First cover the bottom of the window with a nice shade of green crepe paper. In the center, in front, place a long, neat sign

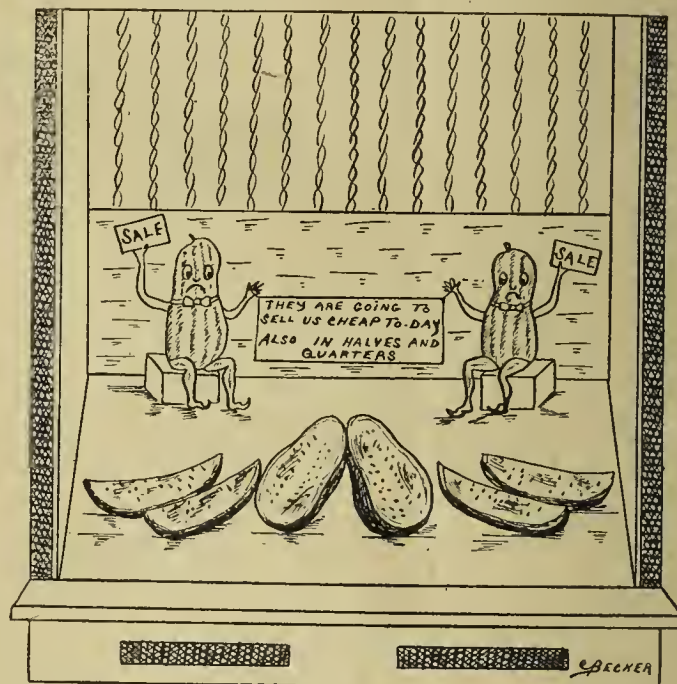


card, with lettering as in illustration. Back of it, on a linen napkin, place a china soup tureen. Make two pyramids of wood and arrange vegetables on it in the following manner: In the center, in front, place a head of choice cabbage, then a row of turnips, carrots, tomatoes, parsnips, onions and fresh string beans and peas; on the top place an ear of corn. At each corner place a stalk of celery. Finish with twisted strips of the green crepe paper for a background, as in illustration.

Watermelon Display.

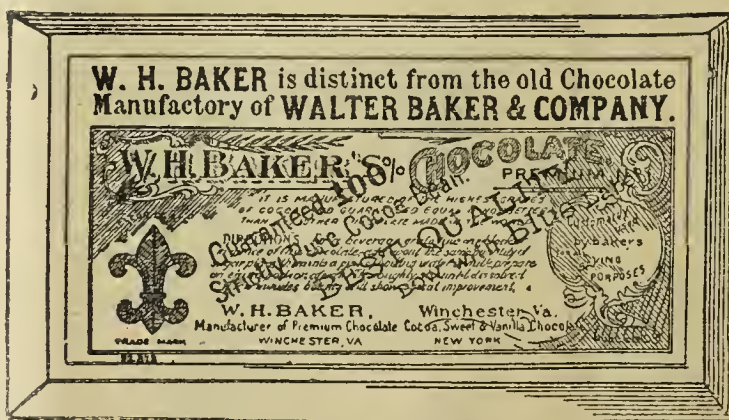
This novel and attractive display will help you sell melons. After you have received a large fresh supply of them and can afford to sell them at a very low figure, use this trim to advertise. To arrange: First cut out patterns of

the tiny arms and legs of paper, cut them to bend at the knee. Now get some green glazed muslin, cut out four little legs, sew them together, turn inside out and stuff with cotton. Now cut the arms in the same way, having them bend at the elbow; sew and stuff in the same manner as the legs. This display starts to arrange the window. First cover the bottom with white crepe paper. Cut the two melons, one in halves and the other in quarters, and place them in the front of the window. Cover two Jell-O or baking powder boxes with the white crepe paper and place one at each side of the window, at the rear. Tack a pair of legs on each box, the ends of the legs coming about in



center of the box. Then place a long melon on them. Paint large eyes, a little nose and a mouth that droops at the corners with a little white paper and finish with a white crepe paper bow tie. Now pin on the arms; use some wire in each arm to support it. Suspend a sign in the center. Use white paper instead of pasteboard, as it is much lighter in weight and won't bend down the little arms. Use a loop of cord over the hands to hold in place. On the other hands place a little card, with the word "Sold" on it. Across the rear, at the bottom, place a width or two of the white crepe paper, and finish at the top with twisted strips of the same.

W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

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Kellogg Company Practically Tells Local Jobbers They Must Buy 6,000 Cases of Corn Flakes in July and August or They Will Sell the Chain Stores Again

Kellogg Company Cut Off Chain Stores Several Years Ago to Please Jobbers. Now Asks Jobbers to Make Up the Lost Trade. Write Every Wholesaler a Vigorous Letter on Subject, Enclosing Interesting Facts on Philadelphia Chain Store Systems.

During the last few days the Kellogg Toasted Corn Flakes Co. has placed in the hands of every wholesale grocer in Philadelphia a communication couched in very vigorous language in which it is inferentially stated that if the jobbers do not order 6,000 cases of Kellogg's during July and August, the Kellogg Co. will start in to sell the Philadelphia chain stores again. These stores were all cut out several years ago in order to please and benefit, as it was thought, the jobber.

The Kellogg letter to the wholesalers is as follows:—

Battle Creek, Mich., July 8, 1914.

Gentlemen:—Subject: "Shall We Sell the Chain Stores?"

We want you, as one of our distributors, to help us decide the question at the head of this letter—the most important question relating to our policy of selling that we have ever faced.

Any jobber is blind who shuts his eyes to the increasing menace of the "chains"—a menace to your business far more than ours.

Think a moment. What has become of the old corner tobacconist? Answer: United Cigar Stores. What has become of the old "home cooking" restaurants in so many cities? Answer: Childs, \$12,000,000 (backed by Standard Oil) and Thompson, \$6,000,000—to say nothing of several others. Big business (United Drug Co. and Riger-Hegemann) already dominates New York, Boston and Chicago.

And every chain store in these lines means just that much less business done by a jobber.

Big business is now buying grocery stores.

And it is out after the quality business, with quality stores, and every one of which, when established, takes a good paying customer off of some jobber's books.

It is getting the metropolitan markets first because they are the hardest to get. It knows it can get the small town business afterward any time. See how the 10-cent stores thrive in small towns everywhere. And think of the wonderful Woolworth Building in New York, which they have built.

Read about the situation in Philadelphia in the attached article.

What would you do in Philadelphia in our case? Every other breakfast food manufacturer either

sells direct to the Philadelphia chains or through a "friendly jobber," who passes along the discount. Once we enjoyed 90 per cent. of the corn flake business in Philadelphia. Immediately upon adopting the Square Deal Policy we sacrificed \$150,000 in actual profits to our competitors, who have been perfectly willing to sell the chain stores direct at jobbers' prices.

The Philadelphia jobbers frankly admit that they cannot sell the chain stores for us. Some have even advised us to sell them direct.

What would you do in this case?

We don't seem to be getting any different support—or any more of it from the jobbers as a whole than that given our competitors who sell chain and department stores direct.

But shouldn't we.

For this is the jobbers' fight, remember—not the manufacturers'—certainly not any one manufacturer's. We could sell these 1,262 Philadelphia chain stores direct—as our competitors do without losing a dollar's worth of trade and make the money we are now losing.

It's fine to be high-minded—but it's getting mighty lonesome.

To put it to you bluntly: If we continue to refuse this business and lose this money, will you support us to the extent of ordering at least 6,000 cases of Kellogg's Toasted Corn Flakes during the months of July and August?

Last year in these two months you sold ———.

This is the sort of support that will mean far more to us than mere words, and it is support that you cannot lose on, because the Waxtite package keeps the goods fresh until sold.

A word for two to your salesmen every Saturday will easily sell the few extra cases you order—and that will mean profit for both of us.

If you and the other jobbers will give us this sort of support we will feel that you are still with us in the lone stand that we are making in your behalf.

If you will not, can you see anything else for us to do than to fall in line and join the procession?

This letter calls for an answer and a stamped envelope is inclosed for the purpose. If you write us as fully and frankly as we have written you, it will be appreciated. But if you are busy, you need only write "Yes" at the bottom of this letter and sign your name, and that will be as good an answer as we will want.

Yours very truly,
KELLOGG TOASTED CORN FLAKES CO.

Reference is made in the above letter to an enclosed article. This also is worth reproducing:—

PHILADELPHIA—THE CITY OF CHAIN STORES.

It was here that the chain store first came into existence. Like many other great enterprises, they started in a small way, added to their number rapidly and grew financially until now they dominate the retail grocery business in South-eastern Pennsylvania and South Jersey.

It is conceded that they do about 70 per cent. of the retail grocery business in the city of Philadelphia.

They all get out a weekly newspaper with a "patent inside," the back page being taken up with their advertisement. These papers are distributed every Wednesday or Thursday evening to the homes in the neighborhood where their stores are located, which means that practically every home in Philadelphia and suburban towns regularly receives one or two chain store papers.

With the exception of one chain, they use trading stamps to get the consumer, and each week in the advertisements they offer an unusual number of stamps on various items. At times they will take some staple article, like sugar, eggs, brooms, or hams, and sell at below jobbing cost.

They operate in all sections of Philadelphia. One can see their stores in the slums, the ghetto, the negro districts, as well as in the most exclusive neighborhoods.

Below are the names and numbers of stores operated by each "chain":

| | |
|---------------------------|-----|
| Acme Tea Co. | 300 |
| Robinson & Crawford | 152 |
| Wm. Butler Co. | 125 |
| The Bell Co. | 140 |
| Geo. M. Dunlap Co. | 125 |
| Childs' Grocery Co. | 220 |

The Acme Tea Co. is the oldest and largest. One can find their stores everywhere, from Easton, Pa., to Cape May, N. J. They go in strong for their own private labels. They are adding about two stores a month to their chain.

Robinson & Crawford is known as "The Quality Chain." They use the morning and afternoon Philadelphia daily papers, also the subway and elevator cars telling the people that they have the stores "where quality counts." They are adding to their chain rapidly. For some time they have opened one new store a week, and recently they have started opening stores in the most exclusive suburban towns.

The Bell Co. operates large stores in good sections. They are growing fast.

Wm. Butler Co. have large stores, some in poor and some in good sections. Price is the thing, first, last and all the time.

Geo. M. Dunlap Co. have large stores and they are well conducted. You can find a great many of them in the seashore towns along the coast.

The Childs' Grocery Co., with headquarters at Camden (across the river from Philadelphia) do not give trading stamps. They go in more for cut prices. Their stores are all over Jersey and Eastern Pennsylvania. Until the first of this year they did not operate in Philadelphia. In January they started opening stores here and at the present time they have 41 stores in operation. It is the understanding that they have commissioned real estate men to secure for them by July, 1915, 200 locations for stores in this city. They have lots of money and there is a fight on at the present time between them and the "chains" that give stamps.

We understand that the class of premiums the above stores give for stamps are of good quality and the

consumers in this section are "stamp crazy."

There is unquestionably a common understanding (gentlemen's agreement) between all of these different chains whenever their buying policy is involved. In any case they present a united front against any manufacturer who refuses to sell them direct at jobbers' discounts, however much they may compete on price or quality.

It is predicted that there will be over 1,500 chain stores in Philadelphia by the end of 1915.

The general feeling among most of the jobbers seems to be one of indifference whether the Kellogg Co. sells the chain stores or not, and there is a general belief that the company is anxious to get back that business again and will almost certainly take the chain stores back—if they will come—early in the coming fall.

Pennsylvania News Items.

David Rosenberg, a meat dealer and former Councilman of McKeesport, Pa., is at the head of a movement to organize retail meat dealers and have them refuse to handle meats for which more than the market price is asked. The packers, Mr. Rosenberg says, often raise the prices.

During the week attorneys Mehard, Scully and Mehard made formal application in the United States District Court for the dismissal of the suit brought against the United Retail Grocery Stores Company, Delaware corporation, by A. H. Evans, former vice-president of the company, asking for the appointment of a receiver, in accordance with an opinion handed down the previous Saturday by Judge Charles P. Orr denying the application. Judge Orr said that the matter was not under the jurisdiction of the court, and that the trouble was one of management between the officers and stockholders and was one for them to settle. A. H. Evans brought suit after he had been deposed as vice-president. Attorney for the corporation presented proof of solvency, and Judge Orr ordered the petition dismissed on formal motion. A. H. Evans is still a member of the board of trustees. A new vice-president has not been chosen.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Last Call for the Monthly Contest

Papers in the current Monthly Contest must be in this office by

Next Thursday, July 30, 1914

We are hoping to present some interesting papers on this subject, which concerns the quality of nationally advertised products as a class. The subject regularly stated is as follows:—

9—Give your experience with the quality of nationally advertised goods—are they of better or poorer quality than the brands sold without general advertising?

Come, friend, sit down to-day and write your views on the subject. Let them be short or long, just as you like, but write them.

Three prizes:—

\$7.50, \$5.00 and \$2.50

These Grocery Examination Questions are Worse Yet

Some Weeks Ago the Latest Local Examination Questions of the English Institute of Certificated Grocers Were Published. Here are Presented the National Examination Questions for June. They are Even Harder Than the Locals.

In a recent issue the "Modern Merchant and Grocery World" reproduced another set of the examination papers used by the English Institute of Certified Grocers. Those questions were used in the local examinations. This paper presents now the questions asked in the June National examination. These were the final examinations and are even harder than the questions reproduced a few weeks ago. The "Modern Merchant and Grocery World" advises its readers, as it has done in former cases, to read the questions carefully with a view to seeing how many of them can be answered correctly. In England nobody can receive a diploma as a Certified Grocer unless he answers the greater number of these questions:—

WRITTEN PAPERS.

Note.—Three Hours Allowed for Grocery and Provision Sections.

(In the Grocery and Provision Sections the numbers and letters given refer to actual samples so labeled and displayed on tables in the examination room for identification and description by the candidates.)

GROCERIES.

(All the questions may be attempted.)

1. What is Triage and how is it obtained?

2. Whence are sultanias obtained? Describe the relative merits of various growths.

3. (a) Give the district in India which produce the following descriptions of tea: the tippiest teas, the finest flavored teas, the largest proportion of common tea, and the most pungent teas.

(b) State at what time of the year the new season's Chinas arrive, and during what periods of the year the supplies of India and Ceylon teas respectively predominate in this country.

4. (a) What countries supply nutmegs?

(b) Place them in order of merit.

5. Describe the various samples of peas, giving country of origin, also approximate values; 1, 2, 3, 4, 5.

6. State different countries whence arrowroot is obtained, and how you would test the various samples.

7. (a) Is there any difference in the quality between Red Alaska and Puget Sound (48/1 talls) Red Salmon?

(b) If so, state which is best and the approximate difference in value per case.

8. (a) State briefly how refined sugar is manufactured: (a) from cane; (b) from beet.

(b) State from what other raw materials sugar may be manufactured.

PROVISIONS.

(All the questions may be attempted.)

9. Cheese. Name the country of origin, trade name and cost price of: A, B, C, D, E, F, G, H, K, L, M, N, O.

10. Butter and margarine. Describe the samples marked: A, B, C, D, E, F, G, H, J, K, L, M, N, O, P—naming the substance (whether "butter" or "margaine"), quality, country of production and cost price.

11. Bacon. Name the cut, selection, country of origin and cost price of: A, C, E, G, K, M, and name the cut and country of origin, and cost price of: B, D, F, H, L, N, O, P, R, S, T.

12. Eggs. Describe the quality, weight (how many "lbs. to the 120"), and the cost price of A, B, C, D, E, F, G. Describe how Irish, Danish, Russian, Italian, Dutch and duck eggs are packed, giving the number of hhds. or half hhds. to the case, and what trade allowance is given.

13. General. Write a letter of complaint re the quality of A, B, C, describing the fault and making your claim.

METHODS OF BUSINESS AND PRINCIPLES OF ADVERTISING.

(Only five questions may be attempted.)

Time allowed—two hours.

14. If you were desirous of engaging the services of a first-class grocery or provision hand, describe what method you would adopt to attain your object, and what, in your opinion, are the essential qualifications of a first-class assistant?

15. (a) Assuming that you have a shop split up into two departments, carrying a stock altogether of, say, £1,000, and your indoor staff number ten, what method would you adopt of taking stock, assuming that your financial year ended on a Tuesday?

(b) State how long, in your opinion, it would require, under the conditions mentioned, to take down your stock correctly.

16. What methods should be adopted in a business in order to avoid dead stock?

17. Write a check in favor of Brown & Sons, Ltd., for eight pounds, fourteen shillings and sixpence, also indorse the check as secretary of Brown & Sons, Ltd. (Dummy check attached.)

18. If you bought one cwt. of soap at 28s. containing 40 bars, how much per bar would you sell it at to secure a profit of 20 per cent. on returns?

19. Write the following letters:—

(a) To Mrs. Jones, Hyde Park Gardens, London, who is coming to live in your district. Write a letter by which you hope to secure her custom.

(b) Mrs. Jones writes complaining that the tea which has been supplied lately is not of the same character as hitherto sent. Write a letter in answer to this complaint.

20. Draw a rough plan of a grocer's shop with two departments,

viz., grocery and provisions, showing the position of each counter, also the private office and shop windows. State whether your shop faces north, south, east or west. How many assistants would be required to run this shop, assuming the turnover was £10,000 a year?

21. (a) Is a price list absolutely necessary to a business? Give your reasons either for or against.

(b) Assuming you published a price list annually, how would you be sure of your customers being kept up to date with all changes in prices and additions to stock between the issues?

(c) State briefly on what lines you would work to produce a price list? Would you have it printed locally or by a contractor out of your town?

(d) How would you distribute your price lists to your customers?

BOOKKEEPING.

(Only five questions may be attempted.)

Time allowed, 1½ hours.

22. What system of bookkeeping would you recommend to a grocer contemplating starting in business? Describe the nature of the various books you would advise him to keep to enable him to correctly ascertain, in the shortest time, the results of his business transactions.

23. What do you understand by the following terms:—

(a) Nominal account capital, capital and net profit?

(b) The "imprest" system, as applied to petty cash?

What is the object of closing a ledger and how is it affected?

24. Write up a cash book recording the following transactions:—

1912.

April 1st. Balance in hand—

| | |
|----------------|----------|
| Cash | 314 10 2 |
| Bank | 40 0 0 |

| | | |
|--|---------|----------|
| April 4th. Paid into bank | 200 0 0 | 354 10 2 |
| April 4th. Received of Wm. Johnson | 27 6 0 | |
| April 4th. Allowed him discount | 0 14 0 | |
| April 4th. Paid into bank | 24 6 0 | |
| April 10th. Issued check for rent to Mar. 25th, less property tax, | 13 6 8 | |
| April 13th. Received W. Simpson, on account of debt | 15 16 2 | |
| April 13th. Received A. Jones, debt | 70 2 4 | |
| April 14th. Paid into bank | 85 18 6 | |
| April 20th. Issued check to Jones & Robinson for goods | 27 12 6 | |
| April 20th. Deducted discount from their account | 1 9 6 | |
| April 26th. Issued check to Wm. Smith for goods | 120 3 6 | |
| April 26th. Paid into bank | 50 0 0 | |
| April 28th. Paid salaries from cash | 44 6 8 | |
| April 28th. Paid into bank | 20 3 6 | |

Make the necessary closing entry and bring down the balance as at 1st May.

25. What are the advantages of double entry over single entry?

Can a trader who keeps his books by single entry ascertain his profit or loss for any period, and if so, how?

26. From the following figures prepare a trial balance:—

Rent, rates, insurance, etc., £440. Bad debts, £125. Capital, £2,345. Stock at 31st March, 1911, £3,200. Sales, £10,600. Purchases, £6,125. Purchase discounts, £150. Commissions paid, £40. Bills receivable, £200. Depreciation, £35. Trade creditors, £1,400. Business premises, £200. Furniture and fittings, £50. Debtors, £2,030. Bills payable, £295. Balance at bank, £100. Plant and machinery, £200. Sundry expenses, £250. Advertisements, £220. Printing and stationery, £75. Salaries and wages, £1,500.

27. Having prepared the trial balance referred to in the preceding question, draw up a trading account, profit and loss account and a balance sheet, and for that purpose assume the stock at the 31st March, 1912, to be of the value of £3,250.

28. In the case of a business having a very large number of credit customers, what suggestions as to bookkeeping can you make, with a view to keeping an eye on any doubtful debts?

When preparing the balance sheet what steps would you take to insure, as far as possible, the debts being shown at their correct value?

29. In what respects, if any, does an income and expenditure account differ from an account of receipts and payments?

LAWS AFFECTING THE TRADE.

(Only four questions may be attempted.)

Time allowed—1½ hours.

30. When goods have been sold but have not been delivered to the buyer, and the seller has not been paid, what are the rights of the seller against the goods?

31. Explain the remedies of a landlord whose tenant refuses to pay his rent.

32. What contracts are required by law to be in writing?

33. What is the effect as regards protection to the drawer of marking a check in the following ways, respectively:—

(a) Crossing. (1.) Generally.

(2.) Specially.

(b) Marking it "Not negotiable."

(c) Marking it "A/c payee."

34. Under what circumstances is a man liable for a debt incurred by his wife?

35. A enters into a written contract with B, and is described throughout the contract as agent for C. Can A ever, and, if so, when, be personally liable on such a contract?

£ s. d. £ s. d.

PRACTICAL TESTS.

INVOICING AND PARCELLING.

The student must write his number on the invoice, and also on the outside of his parcel, and attach the invoice to the parcel. Farthings to be charged.

1. Wrap one pound of rice, flat.

2. Wrap half-pound of whole coffee, flat.

3. Make out the invoice of the following goods.

4. Collect the goods and parcel them.

6 ozs. butter, at 1½ lb.

2 lbs. lump sugar, at 2½d.

3 tablets soap, at 2d. tablet.

½ lb. whole coffee, at 1/10 lb.

½ lb. currants, at 3½d. lb.

10 ozs. borax, at 2½d. lb.

10 ozs. tea, at 1/8 lb.

2 lbs. gran. sugar, at 2¾d. lb.

2 lbs. gran. sugar, at 2¾d.

1 bottle sauce, at 4½d.

10 ozs. carb soda, at 4d. lb.

2 ozs. carraways, at 7d.

¾ lb. lard, at 7d. lb.

Gone 1 tin H. & P's. lunch biscuits,

7¾ lbs., at 4½d.

6 ozs. pepper, at 1/8 lb.

1 bottle chutney, 5½d.

1 lb. rice, at 2½d.

Gone 9 lbs. 11 ozs. cheese, at 7½d. lb.

Gone 20 eggs, at 1/2 doz.
 Gone 7 lbs. 9 ozs. bacon, at 11 1/2 d. lb.
 Gone 3 quaterns flour, at 1/8 doz. lbs.
 1 bottle lime juice, 11 1/2 d.

TEA.
DRY-LEAF TEST.
 Describe the samples of tea numbered 1 to 6 under the following heads:—
 No. of tea.
 Country of origin.
 Grade (whether Pekoe, Broken Pekoe or Souchong, etc.).
 Wholesale price (duty paid).
 General remarks as to character.

LIQUOR TEST.
 1. Pair the teas in liquor before you.
 2. Place the pairs in order of value reading from left to right, putting the lowest on the left.

COFFEE.
LIQUOR TESTS.
 Place in order of merit the three samples of liquored coffee before you, putting the lowest on the left, and name each kind.

ROASTING TEST.
 Roast (separately) the two half-pound specimens of whole coffee before you as nearly as possible to roasted sample shown.

Price-Fixing Butter and Egg Monopoly Enjoined.

An injunction restraining the Chicago Butter and Egg Board from publishing prices on butter, eggs and other products was issued during the week by Federal Judge Landis. In a suit filed some months ago the Government charged that by publishing prices on the commodities in which it dealt, the Butter and Egg Board artificially created prices higher than the market warranted, and violated the Federal law prohibiting all acts in restraint of trade. The suit is similar to the recent action against the Elgin Board of Trade, which resulted in the entering of a decree directing that only actual sales should be quoted and no attempt to fix prices should be made by what was known as the Price Committee. It is the intention of the District Attorney to draft a similar decree in the case of the Chicago Butter and Egg Board, making actual sales the basis of butter and egg quotations.

Your Customers' Appetites
 When things taste best, we all eat most. Bread made with **FLEISCHMANN'S YEAST** has that wholesome wheat flavor and tends to make us eat more of everything the grocer sells. Boost your sales by pushing Fleischmann's Yeast.
THE FLEISCHMANN CO.



Chocolate You Can Recommend

STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is not simply "good," it's the "best," and you can tell your customers so with confidence. It is the brand which has set the standard of purity and excellence in Europe for over fifty years; the favorite of Royal families; the chosen chocolate of leading hotels and restaurants in both Europe and America.

The secret of making good chocolate cake lies in using good chocolate. Tell your customers to use STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE and you'll guarantee satisfaction.
 We help you to sell STOLLWERCK'S CHOCOLATE and COCOA by liberal adver-

tising which constantly increases the demand. Write us for materials to make a window and counter display and secure the sales we are sending to you. Feature STOLLWERCK'S COCOA and CHOCOLATE and you will have increased sales and profits besides pleasing your customers.

STOLLWERCK BROS., Inc.
 NEW YORK STAMFORD CHICAGO

P. S.—Feature this Chocolate packed in 1-oz. squares, each packed individually, assuring convenient and cleanly packing.



WHAT TO TELL CUSTOMERS
 "STOLLWERCK'S CHOCOLATE has been the favorite of Europe and America for over 50 years. It's still the best and I recommend it. Try a can."
 This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants'

The Experiences of Two Retailers When They Went After Their Costs.

One Found By Ordering Small Quantities and Often, He Could Get His Cost Down to 11.6 Per Cent. The Other Who Thought He Was Figuring Correctly and Making a Profit, Found He Actually Lost \$642 Last Year.

The "Modern Merchant and Grocery World" has seen some letters recently written by retail merchants who are reporting the result of their efforts to correctly ascertain their costs of doing business, and they were so interesting that we are taking the liberty of reproducing certain portions of them here.

The first letter makes the remarkable statement that the writer of it had gotten his cost of doing business down to 11.6 per cent. on sales. He is a dry goods dealer. He turned his stock four and a half times in 1913 and writes:—

While 1913 was an exceptional year with us, our selling expense was no larger than it has been for ten years. In fact, one year we got this cost down to 9.8 per cent. on sales. The gross profit on sales has averaged about 29 per cent.

We order in small quantities and often. Thereby we have something

new all the time, something doing all the time.

Our sales for 1914 up to date show an increase of 36 per cent. over last year for the same period, and the selling expense no more in proportion.

We discount all our bills, and that alone in a year makes us a profit of 4½ per cent. on our capital stock.

Our successful experience convinces us beyond all possibility of doubt that the way to make a net profit is to keep the sales up and expenses down.

The writer of the second letter, a grocer and general storekeeper, does not make so good a showing. Here is his statement of financial condition:—

| | |
|---|-------------|
| Invoice Jan. 1, 1913..... | \$2,585.83 |
| Invoice Jan. 1, 1914..... | 2,877.42 |
| Goods bought 1913, including freight and drayage..... | \$10,736.03 |
| Freight and drayage..... | 535.25 |
| Store expense..... | 3,017.00 |
| Jan. Sales, 1913..... | 1,202.18 |
| Feb. Sales, 1913..... | 896.42 |

| | |
|------------------------|----------|
| Mar. Sales, 1913..... | 892.96 |
| April Sales, 1913..... | 930.35 |
| May Sales, 1913..... | 1,308.59 |
| June Sales, 1913..... | 1,108.81 |
| July Sales, 1913..... | 1,171.92 |
| Aug. Sales, 1913..... | 1,052.72 |
| Sept. Sales, 1913..... | 1,050.14 |
| Oct. Sales, 1913..... | 867.92 |
| Nov. Sales, 1913..... | 967.83 |
| Dec. Sales, 1913..... | 1,671.14 |

\$13,110.98.

This was submitted to another retail dealer who has reduced the cost of doing business almost to an exact science, and elicited the following opinion:—

If your figures are correct you actually lost \$642 last year. More business is not necessarily your problem, but more profits. As I figure it, you lost practically 5 per cent. on every dollar's worth you, sold.

You say you lose about \$100 a year in produce. I believe you are making a good profit on your variety goods, but that your produce and grocery line is wiping this out and then some. For instance, suppose butter is worth 20 cents a pound and you pay 21 cents. You lose 5 per cent. on the purchase, and that 5 per cent. will go a long way towards wiping out what you will make out of your variety line.

To be right and on the safe side you should show a profit on all transactions, however small they may be. I suggest that you either raise your grocery or produce profits or cut them out entirely. It is better to do a smaller business at a profit than a greater one at a loss.

I try to average 50 per cent. gross profit on cost. Out here where freight charges are high, more than 50 per cent. is too much and very much less than 50 per cent. is too little.

I allow 2 per cent. on sales for advertising. Of this amount ⅓ goes for printers' ink and ⅔ for price advertising. When I put on a sale I generally use Butler Bros. Block System and sell goods for less than the regular prices.

My candy business is much larger than yours, and should be. I sell hard candies at 12 cents, soft ones at 15 cents and creams at 25 cents. I don't sell high-priced candies at all.

Your merchandise purchases last year were \$10,736.03. Your sales were \$13,111.

My purchases were \$11,679 and my sales were \$15,085.75.

Thus you see the great difference between your business and mine in the profits obtained.

As I size up your situation you are making money on variety goods and then paying it out again for the privilege of selling groceries and buying the farmers' produce. I think I surely am right when I suggest that you would do well to drop the grocery and produce end of your business. You certainly can make a profit. But it is just as certain under present conditions and according to your own figures, that you are facing an absolute loss.

Evidently you pay the produce premium as a business getter. In that case it should have been charged up to advertising. This would have been 0.11 per cent. if your profits were sufficient to allow it. But they were not. If you continue this produce premium business, together with your monthly

39—You should push nationally advertised goods to the front because selling them leaves a merchant more time to develop the larger phases of his business.

¶ What we mean is this:—Many a merchant is so busy selling goods that he has no time left to develop his business. He may not have near all the customers he can handle, yet if all his time is taken up with waiting on what he has, he will obviously have no time to go out and get others.

¶ The merchant who leaves himself no time to sit down and make plans to widen and increase his business may hold his own, but he will never grow much.

¶ Nationally advertised products are the easiest and quickest to sell. They require no plugging, no pushing—the manufacturer has done that through his advertising. Selling them leaves you every possible minute for development work.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. F. & Co., "Hotel Aetor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Cereals"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubee"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

store paper and leaders, you soon will pass your limit in advertising. This limit should be about \$260, according to your showing, providing you get a gross profit of from 40 to 50 per cent. on the wholesale cost.

Failures Divided as Compared With a Year Ago.

More in Four Lines in June and Less in Two Lines as Compared With June, 1913. Dry Goods Line Hard Hit. All Failures for First Half of 1914 Show Increase Over Same Period of 1913.

The official report of mercantile failures for June, as compared with June, 1913, shows the usual variance between the different lines. There were more failures this June among general stores, grocers, clothing and furnishers and dry goods men, and less among shoe dealers and hardware dealers. The figures follow:—

General Stores—June, 1914, 92; liabilities, \$818,607; June, 1913, 85; liabilities, \$514,017.

Groceries—June, 1914, 196; liabilities, \$1,236,795; June, 1913, 13; liabilities, \$704,058.

Clothing and Furnishing—June, 1914, 116; liabilities, \$814,225; June, 1913, 92; liabilities, \$851,861.

Dry Goods, Etc.—June, 1914, 72; liabilities, \$40,039,959 (this includes the Claflin failure); June, 1913, 45; liabilities, \$1,366,903.

Shoes, Etc.—June, 1914, 25; liabilities, \$163,858; June, 1913, 34; liabilities, \$201,874.

Hardware, Etc.—June, 1914, 17; liabilities, \$101,900; June, 1913, 20; liabilities, \$377,100.

The report for the second quarter of 1914, covering failures in the same lines, compared with the same period of 1913, shows the following summary of results: More this year in groceries, clothing, dry goods, less in general stores, shoes, hardware.

The "Modern Merchant and Grocery World" has also received a report of the unclassified commercial failures for the first half of 1914, showing a total in the United States of 8,344 failures in all lines, against 8,163 during the first half of 1913.

Colorado Rocky Ford cantaloupes will be along in about a week. Meanwhile cantaloupes are coming from Arizona, selling at \$2.30 to \$2.50; they were \$3.75. Delaware is also becoming quite a factor; Delaware cantaloupes are bringing \$2.50. North Carolina cantaloupes range from \$1.25 to \$1.60.

DISPLAY

**WRIGLEY'S
SPEARMINT**

You'll Sell Much More

It sells rapidly *without* display, but much more rapidly *with* it. It's one of the things people buy continuously when they *think* of it—when they *see* it.

The heaviest advertising in the world makes people recognize

**WRIGLEY'S
SPEARMINT**

instantly. The ads. creates the desire for it—*your display creates your opportunity*. By putting it where it is seen instantly, you connect your cash receipts with our advertising.



**Every Package
Tightly Sealed**

Made from clean, wholesome, air-dried chicle, deliciously flavored with the pure juice of fresh mint leaves.

THE PERFECT GUM IN THE PERFECT PACKAGE



Say to Customers:

"Have a little **WRIGLEY'S SPEARMINT** *This is the gum with the flavor that lasts. The new seal package keeps every piece as fresh and tasty as when made.*"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

An interesting situation is developing in Philadelphia between the Kellogg Toasted Corn Flakes Co. and the wholesale grocers, with the big and little chain-store systems as interested spectators in the background. Its details are reported elsewhere.

Several years ago when the Kellogg Co. was making extraordinary efforts to conciliate jobbers, one of the things it did was to stop selling the chain stores, all of whom, up to that time, had been selling Kellogg's Toasted Corn Flakes and buying them direct. At the same time the Kellogg Co. made it plain that it expected the jobbers to make up this lost trade, but the "Modern Merchant and Grocery World" said at the time that in this it would probably be disappointed.

There is now reliable information that this prediction was accurate, and that the Kellogg Co. is feeling exceedingly disgruntled. In a most pointed and vigorous letter which it has just sent to every jobber in Philadelphia, it makes plain that it has lost a lot of business by cutting off the chain stores, and it says inferentially that if it is to continue refusing to sell them, the Philadelphia jobbers must buy 6,000 cases of Kellogg's Toasted Corn Flakes during July and August. There is much reason to expect that nothing like this will be sold, and that the Kellogg Co. will very shortly ask the chain stores for their direct orders again. Whether the chain stores, having once been rejected, will feel like giving orders, remains to be seen.

The point about the whole incident is that it was foolish in the beginning, and has always been foolish, because it simply cost the Kellogg Co. a lot of business without benefiting anybody that it was intended to benefit. The big chain-store systems promptly threw Kellogg Toasted Corn Flakes out when they were cut off, and have never sold it since. Therefore the jobbers gained nothing by the move, and they could not gain anything, for a chain store would go out of business before it would buy any-

thing through a jobber who had helped to have it cut off the direct buying list.

Moreover, the chain stores have apparently not been seriously inconvenienced by not having Kellogg's—they have sold other and lower-priced brands and are apparently happy. The solitary goat has been the Kellogg Toasted Corn Flake Co., which should have known in the beginning that nobody could benefit by its sacrifice. That it was a sacrifice cannot be doubted, for the chain systems represent a strength of over 1,000 retail stores, every one of which would probably be selling Kellogg's to-day if it had not been cut off.

At the last annual meeting of the National Retail Grocers' Association, a resolution was adopted condemning the bill now pending in Congress providing for prohibition throughout the United States. The Denver (Col.) Retail Grocers' Association does not agree with the spirit of this resolution, or with the spirit of any resolution which the National could have adopted, evidently, and has adopted the following resolutions of its own:—

Whereas, The National Association of Retail Grocers, in annual meeting assembled, very unwisely passed a resolution condemning the nation-wide prohibition bill now before the Congress of this country; and

Whereas, This is a question on which there is such a wide divergence of opinion in any body or association of men; and

Whereas, Such action by a National Association representing any body of men, excepting those interests directly concerned, must appear to the country at large as hasty, unwise and ill-considered; therefore be it

Resolved, That we, the members of the Denver Retail Grocers' Association, go on record as protesting against the action of our National Association; and be it

Resolved, That we reassert our absolute neutrality in this great issue as becomes a body of sensible men; and be it further

Resolved, That we forward immediately a copy of these resolutions to the officers of our National Association, that they be published in our official organ, the "Denver Grocer," and that they be recorded on the minutes of this meeting.

In the writer's humble opinion, the Denver grocers are absolutely

wrong, and the National association is right—as to the propriety of taking *some* stand upon this question. What kind of a man is it who remains "neutral" upon practically the greatest business question that is pressing for decision to-day? You cannot remain "neutral" upon it any more than you can remain neutral upon whether murder or arson are good or bad. Everybody with blood in his body ought to have an opinion on one side or the other, and having it ought to express it.

We believe the National Association was right in holding and expressing some opinion, but we do not agree with its opinion in the least. The National declared against Nation-wide prohibition. Why? Does it believe the perpetuation of the business of selling rum will do the grocery business any good? Have its officers read the letters to this paper from retailers doing business in all the dry sections in the United States—twenty-nine States are represented so far—practically every one of which has told of improved business, better collections and cleaner morals since the saloon was abolished? What argument has the National Association to advance against these men who are on the ground? If prohibition succeeds so well locally, is there any reason to believe it would succeed less well Nationally?

The writer predicts that within ten years—we should not be surprised to see it in five—there will be a law in force throughout the entire United States prohibiting the manufacture, importation and sale of intoxicating liquors. The country is pretty nearly ready for it, and may God speed the day when it comes.

A suggestion comes from a small town in the West, Carmen, Okla.,

which strikes the writer as one of the finest ideas that have ever been advanced along the line of special "weeks" and "days." It is for a special "debt-paying day." The Carmen people have actually set aside a certain day for this pur-

pose, and have tried to inculcate the idea that on that day it will be made a point of honor for all townspeople who owe anything to clean up their minor unsecured debts. A point is made as "minor, unsecured debts"—small loans and debts that are contracted on a business basis which are so often neglected, and which in the aggregate constitute the bulk of the world's floating indebtedness.

It is a fine idea, and the writer hopes it will grow.

A Suggestion to Jobbers.

helped him:—

I am now in much better condition financially than I have been for some years, and I attribute my success very largely to your merchandise and the instructions given in your catalogue.

As long as I continue the retail business and you sell as you do now, I shall give you the larger portion of my trade.

Of course he will. Something that the average business man never forgets is the effort of a jobber or a manufacturer to help him. The "Modern Merchant and Grocery World" will make this gratuitous suggestion to the Tri-State Wholesale Grocers' Association and to every other jobbers' organization, whose members face the daily danger of losing their trade to competitors, especially to mail order competitors, and to co-operative buying enterprises among retailers. This plan will tie your customers to you with ropes of steel that even cut prices, in most cases, cannot break. The suggestion is this: Hire a corps of business experts who know how to put their fingers on the weak places in a retail business and cure them up. When John Jones, a regular customer of one of the members, is reported slow and unsatisfactory, send an expert, in the name of the jobber whose customer John Jones is, to look him over. If the expert knows his business he could probably make a new man of John Jones, and win his everlasting gratitude—for the jobber who set

him there. Some John Joneses would forget that, but the most would not. They would say as the writer of the above letter did: "As long as I continue in the retail business and you sell as you do now, I shall give you the larger portion of my trade."

Kellogg's Patent Carton Case Before United States Court.

Whether a patent on a cardboard carton confers price-fixing authority on the Kellogg Corn Flake Co., of Battle Creek, was the legal question argued before the United States Court of Appeals in Detroit, Mich., last Tuesday, when the court took up the Government anti-trust suit against the corn flake company. The Government charges that the defendant concern attempts to fix resale prices on its goods through jobber, wholesaler and retailer on the strength of a patent on the container and that the box patent is a subterfuge. The company asserts its box patent confers authority to fix not only the retail price, but any resale price from manufacturer down to retailer. The main facts in the suit are admitted and the case will be tried solely on a question of law. The case came before the Court of Appeals after the filing of an expediting certificate by the Attorney-General, who asked that the case be tried before the Appellate Court instead of the District Court.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Coffee Roasters and Tea Importers.

Wheeling, W. Va., July 16, 1914.
To the Editor.

Dear Sir:—Will you kindly give me the names of coffee roasters and tea importers in your city?

Yours truly,

J. A. GILLIGAN.

Coffee roasters: L. H. Parke & Co., 232 Market street; Lowry Coffee Co., Front and Walnut streets; C. F. Bonsor & Co., 18 S. Front street, all of Philadelphia.

Tea importers: Irwin, Harrisons & Crosfield, Inc., Front and Walnut streets, Philadelphia.

Corks for Catsup Bottles.

Atlantic City, N. J., July 21, 1914.
To the Editor.

Dear Sir:—If you will be so kind as to advise us by returned mail on inclosed card where we could buy corks for catsup bottles, we would greatly appreciate it.

Thanking you in advance, we remain,
Yours truly,

J. T. SHILS.

H. J. Glocke Co., 212 Market street, Philadelphia, will supply corks.

Fixtures Wanted.

York, Pa., July 17, 1914.

To the Editor.

Dear Sir:—I will engage about the 1st of September in the fancy grocery business. Have been a subscriber to the "Modern Merchant and Grocery World" for many years and will subscribe for same again.

I would like to know what you have for sale in a cash register, electric coffee mill, slicing machine and Walker bins.

Kindly give me your opinion on the following: Would you use a computing scales only in your meat and cheese department and Troemner scales for general use? In your opinion, what slicing machine and coffee mill is the best on the market?

This is a new store room and has no fixtures in it, except it will be shelved.

It will be a double room, one side will be devoted to fresh and smoked meats and the other side to groceries.

There used to be a fountain advertised in your paper for keeping vegetables fresh; what is your opinion of it?

Thanking you in advance for your kindness, I am,

Yours truly,

CHAS. E. HUMMER.

As to what we have for sale in a cash register, we refer you to the first and last advertisement under "Fixtures."

For a slicing machine, please note "Offer No. 15" in "Exchange Department." In case you should be interested in a cheese slicer, you might communicate with R. L. Siegfried, Nazareth, Pa., "Offer No. 9," and Jas. O'Neil, 1600 Vine street, Philadelphia, "Offer No. 7." If you want a new machine, buy the "U. S.," advertised in this paper.

If you are not interested in anything but an electric coffee mill, then we have nothing to offer, although we will give you the names of several manufacturers—Enterprise Mfg. Co., Third and Dauphin streets, and Coles Mfg. Co., 1715 N. Twenty-third street, both of Philadelphia.

Mr. J. J. McCormick, Bridgeport, Pa., writes us this week that he has "two 10-foot section of Walker Patent Bins, 3 feet high, with Spice Cabinet; one counter, with bin in front, 11 feet long; one Star Coffee Mill and one Cheese Cutter and Case."

H. F. Heacock, 51 N. Second St., Philadelphia, is a dealer in store fixtures and usually has a good line of bargains in second-hand articles.

To Keep Your Customers and Gain New Ones

Sell

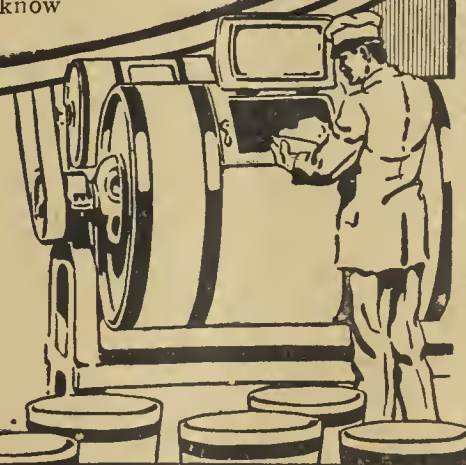
Dandelion Brand Butter Color

90% of the professional buttermakers use DANDELION BRAND BUTTER COLOR and trade where they know they can get it.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

You ask our opinion concerning scales; of course, computing scales are always desirable in any department, but if expense is an object, the Troemner scale will serve for general use quite as well as anything.

The fountain of the Galesburg Cornice Works, Galesburg, Ill., for keeping vegetables fresh while on display, we consider a good thing.

What Goes With Tea So Well as Coffee?

Halifax, Canada, July 16, 1914.
To the Editor.

Dear Sir:—A friend of ours in the wholesale tea business, a man who has accumulated a tidy fortune for these parts, is these days finding the narrowness of profits so disappointing that he is looking about for some new line or

lines to handle along with teas. He has thought of coffees, but coffees are small sellers in this country. Perhaps from the abundance of your information, you could name a line that would suit him, and if so, I should be greatly obliged. Please note that our friend has lots of warehouse room as well as a good bank account.

With apologies for imposing on your time and good nature, believe me,

Yours truly,

I. C. STEWART.

Ignorance of conditions existing in this correspondent's territory make it almost impossible to offer any suggestion which will be worth anything. Of course, coffee is the usual team mate for tea, and if that is not practical here, it is hard to say what would be. Spices belong in the same category, and tea coffee and spices usually travel together. Perhaps spices would do.

The New York Letter

Talk of Possible Accomplishments of the Coming State Retail Convention. Nearly Half Merchandise Sales in New York Said to be From Manufacturers to Retailers Direct. Hebrew Retailers Will Go After Law Allowing Sunday Sales. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, July 22, 1914.

Talk in both the wholesale and retail trade in New York is confined almost exclusively to possible results from the annual convention of the New York State Retail Grocers' Association, to be held at the Broadway Central Hotel August 3d, 4th, 5th and 6th. A programme has been arranged which leaves ample room for discussions on points brought to the front by delegates to the convention from all parts of the State, as well as visitors from all parts of the United States. Just what points these delegates and guests will bring up are not known, even to the officers of the association, so that the convention may assume some peculiar angle. While such a situation causes some uneasiness, the officers of the retail association point out the fact that such a programme is conducive to an instructive convention as a great variety of questions will undoubtedly be presented to the association, together with the opinion of many men placed in very different positions. The Broadway Central will be made the headquarters of the convention, special rates having been arranged for the delegates.

The entertainment of visitors is being arranged by the Entertainment Committee of the New York City Retail Grocers' Association, and they promise to give all a good time without in any way interfering with the business sessions of the convention.

Again the trade in this city is discussing the possibility of stopping the sale of goods direct from manufacturer to retailer. Can the wholesalers stop such sales? This is a question much talked of in the dull summer days. One New York paper in a recent article

maintains that the jobber himself is responsible for the fact that nearly half the amount of total sales are conducted between retailer and manufacturer in this city. Because of private brands, the writer maintains, the manufacturer is forced to sell direct to avoid unfair competition with the wholesale dealer.

The jobbers, while they say there is no united action, have individually agreed to protect themselves as much as possible from this invasion of their territory and several of the larger houses are said to have warned manufacturers that they must sell in only one of the two ways.

A movement is being started among the Hebrew grocers and delicatessen dealers towards the enactment of a law at the next session of the Legislature permitting them to remain open on Sundays, provided their stores are closed on Saturdays. The movement is the result of an appeal made on last Monday to Magistrate Steers in the Brownsville section of Brooklyn by a son of Supreme Court Justice Greenbaum. He argued in the defense of several shopkeepers arrested for violating the Sunday law. While Magistrate Steers did not agree with him in believing the law to allow the shopkeepers to remain open on Sunday, he admitted the justice of Lawyer Greenbaum's argument. This caused Commissioner of Education Joseph Barondess and several other influential Hebrews to take up the question and a measure for relief will be presented at the next session.

A new circular issued by the Bureau of Weights and Measures advises all consumers to attend strictly to business when purchasing food supplies. "Avoid asking for a cupful, 5 cents' worth or 10 cents' worth, a package, a handful, a

basket, a jar or a tub. All these things mean nothing in the law unless you say a pound, a quart or a gallon or whatever amount you want." This is some of the advice circulated in a folder issued this week. It also cautions a consumer not to allow dealers to weigh wooden, tin-rimmed dishes with the butter which they are purchasing. These containers, according to the circular, often weigh from two to three ounces.

Importers of lemons from Sicily have had the most disastrous experience in their career during the past week. The majority of the cargoes landed here were sold at bare freight prices. The receivers are unable to account for such a poor condition of the market. Despite the good quality of the shipments, bidders refused to offer more than nominal prices, claiming it was so difficult to dispose of them. Retail trade finds a good demand, but are rather overstocked, because of the prevailing low prices.

The steamship "Norfolk," arriving in New York on Saturday, brought with it 3,650 tons of frozen beef, mutton and lamb from Australian ports. Some of

the cargo of the vessel had previously been taken off at Boston. This vessel had been especially reconstructed to carry meat from the Antipodes. Under the new tariff, steamship owners have found the importation of meat to be a winning venture. The "Norfolk" is the third ship to be prepared in New York for such a cargo. The meat, contrary to general opinion, is not assigned to independent dealers, but to the large packers, among them Armour, Swift and Cooke & Co.

SUMMARIZED MARKET CONDITIONS.

The local spot coffee market continued firm in tone, being affected by the better cables from Europe. Santos coffees remained unchanged in price, but Rio advanced considerably. No effect was made by holders to dispose of odd lots.

There has been a fair inquiry from the country for teas and prices have been well maintained. Light warehouse stock and small shipments have let dealers to hope for higher prices. Advices from abroad indicate a poor crop and holders are insisting on full prices.

The raw sugar market this week maintained a better tone, refiners being

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Dover, N. J.

Particularly the Vegetable Man.— This is your harvest time. Things now are at their best. Profit results depend upon three things—your lay out, your method of figuring and your final clean up.

There's no rule for a vegetable display—each man is a law unto himself. One thing you ought to strive for, and that is to get away from stiffness. The kind of stiffness that makes a woman feel as though she hated to "disturb that pile."

The typical Italian stand won't go in our business; it's too set. Too suggestive of hands off, or, you may have "one at a time." Avoid prettiness.

If you do pile up ripe pears make a break in them so as to imply that somebody has been there before. Otherwise it's a good deal like the hesitancy you show in eating in a restaurant where ten waiters stand around waiting for one customer.

This third week in July string beans in our neighborhood are very plentiful.

Instead of weighing them (measuring is out of the question), these should be filled into two-quart and four-quart baskets and sold *not* as two quarts or four quarts, but *per basket*.

Same with tomatoes, sweet potatoes, onions etc.

On all perishable stuff you should start out to double your money over bill and transportation cost. This percentage lets you out on the final clean up and on stormy afternoons when you have to sacrifice profits and in many cases dump some of your goods.

You will naturally say, "How about competition?" And you will say further, maybe this writer's theory sounds nice, just like the theory of many writers that aren't in the thick of the fight. As a matter of fact, this one happens to be in the thick of the fight and knows that competition of the real sort falls in line. Men are in business for profit. Don't let the rough element scare you. Stick to sound methods.

Quality goods and careful handling of this department, sending stuff out for delivery in nice shape, beats price cutting. It has won out and is winning out to-day in thousands of stores. The man who can fix up his vegetable and fruit show so attractively that it calls a halt to the passerby, knows the game, and if you can show a good weekly profit on this "game," he is a valuable man.

xious to increase their stock. Unfavorable cables from Cuba caused an uneasy feeling as to future prices.

Withdrawals of refined sugar continue heavy, the Federals being 10 points over than other refineries. The consumption is active in this weather and the market expects a continuation of present conditions and prices.

There has been a fair inquiry for rice, but buying has been a hand-to-mouth order. Most dealers prefer to wait for the movement of the new crop before buying. Full prices, however, are still based on a prospect of a late crop. Beans seem to be the most desired quality.

Recent shipments of dried fruits have been much heavier than heretofore. Much of the stock, however, is going direct to jobbers who contracted for some months ago, consequently these jobbers are not interested in present offerings, but the country is buying freely. Apricots are most in demand, peaches are selling slowly, there being little demand for the new crop. Prices have a slight undercurrent, but quotations have not yet been changed. California prunes are as usual, dull.

Receipts of butter during the past week have been unusually liberal, many of the late shipments having arrived. The general demand was of a moderate character, jobbers buying only what was needed for current use. Despite the good quality of the average lots, there is little speculative interest shown. The best qualities were sold at 27½ to 28½ cents, while firsts ranged from 24½ to 27 cents.

The quality of the shipments of eggs this week has been even poorer than before. Some of the best grades of candied and graded Northern eggs command a little better prices. The demand is still light, dealers buying only to supply current needs. The fresh-gathered eggs have been quoted at 23 to 27 cents, with firsts at 20 to 22½ cents.

FRED. A. MCGILL.

COX'S Instant Powdered GELATINE

New Prices—better profit to you in handling this famous product. Your jobber can supply you in convenient quantities.

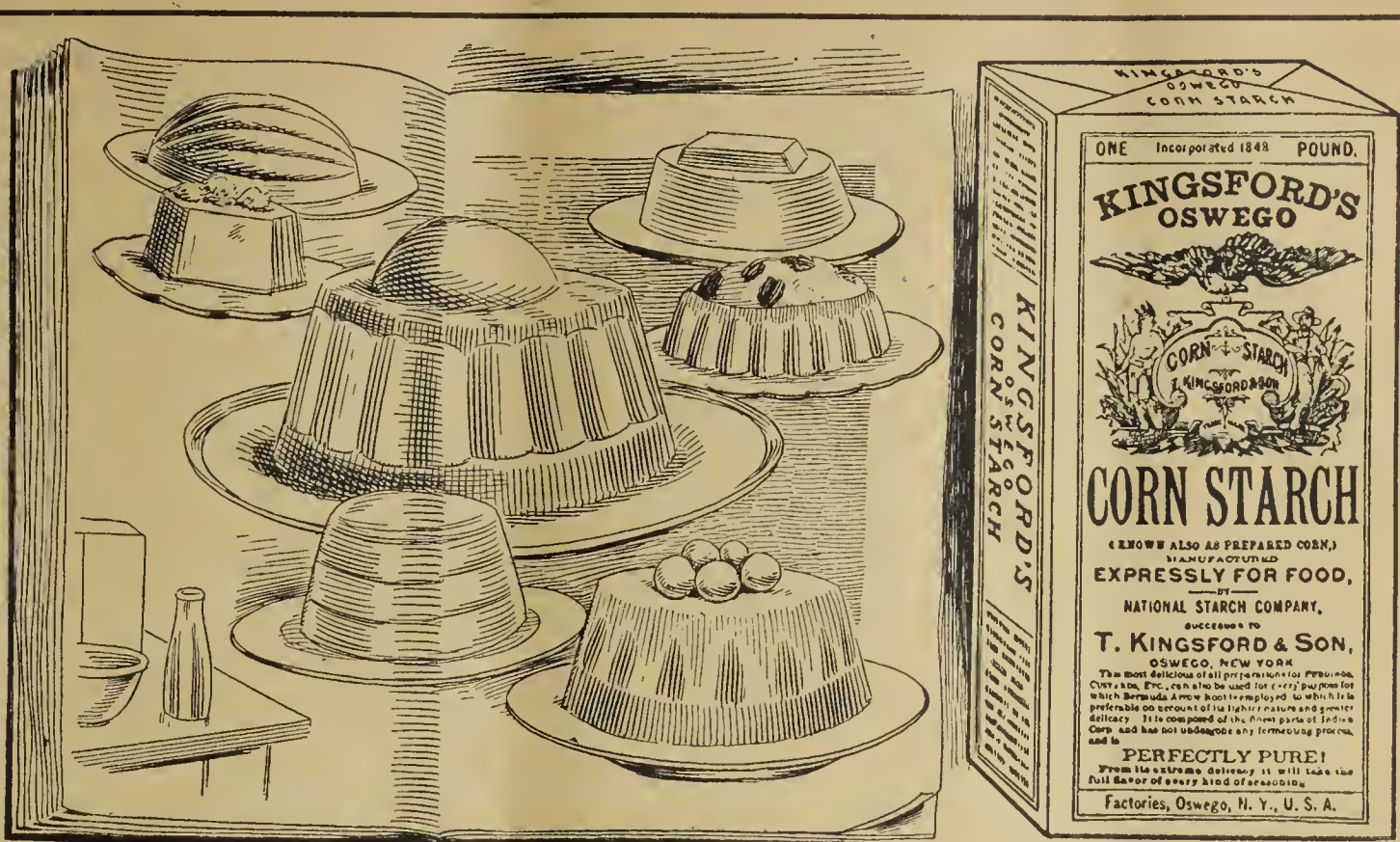


The red, white and blue checker-board packages—all fresh stock.

The Cox Gelatine Co.

100 Hudson St., New York City

Sole Agents in U. S. A. for J. & G. Cox, Ltd., Edinburgh, Scotland.



The Corn Products Cook Book Helps You Sell Kingsford's Corn Starch

Above is a drawing of the center pages of the CORN PRODUCTS COOK BOOK in which we print dozens of recipes for the use of KINGSFORD'S CORN STARCH, with the actual dishes handsomely illustrated in colors. We distributed millions of these books during the last year to housewives throughout the country.

Your customers would buy more KINGSFORD'S CORN STARCH if you kept it on display at all times, because most of them have the Corn Products Cook Book. KINGSFORD'S CORN STARCH has been the standard for over sixty years; it is famous for its delicacy and absolute purity. It SELLS better than any substitute or imitation because it *is* better. The sale of KINGSFORD'S is not only well established, but it is rapidly increasing.

Write Us for FREE Store Helps That Will Increase Sales

We'll gladly send you, FREE, cut outs, window trims, hangers, cards, etc., so that customers who have seen our advertising will be reminded of KINGSFORD'S when in your store; this will increase your sales and bring you many dollars of added profits.

The National Starch Company NEW YORK



WHAT TO TELL CUSTOMERS

"KINGSFORD'S CORN STARCH will enable you to add many dainty and nutritious dishes to your menu. Let me put a package in your order to-day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

XXVI.—Should a Retailer Sell Coffees by Varieties or Under His Own Coined Names?

By WILLIAM B. HARRIS.

As a result of the two articles with reference to coffee prices we have been asked whether it is a better policy for the dealer to sell these high-priced coffees, or in fact any coffee, by name, or whether he should give all of his coffees brand names and so offer them to his customers.

We have gone over this situation in previous articles, but it is important enough to stand repetition. Not only should the dealer sell his high-priced coffees under brand names, but he should brand every coffee he carries with the possible exception of a blend of Java and Mocha. Even in this connection our advice would be to prefix a brand name to the words Java and Mocha, as, for example, "Morning Glory Brand Java and Mocha."

Where a dealer sells a coffee under its trade name he is no better off than any other dealer. If he works up a good trade on his grade

of Bogota or on his grade of Santos the chances are very good that some competitor, in order to get business, will secure a particularly attractive looking coffee of either of the kinds in question and make a special run at a lower figure even if there should be a little or no profit in these sales. If the first grocer happens to be selling a Bogota at 35 cents, and the second dealer should offer a Bogota at 30 cents, a number of customers are bound to be attracted by the cheaper price. The outcome would be that neither of the two stores would get a reasonable profit on the sales of Bogota coffee, for the competitive price of one dealer would naturally bring down the price of the other.

If, on the other hand, dealer No. 1 is selling his 35-cent coffee under a brand name he has identified this coffee with his store and no other store can offer the same brand. People like his Gold Medal

or whatever the brand may be, and no amount of argument on the part of another dealer can convince them that a cheaper coffee has the same merit.

All a dealer has to do is to look around him at very nearly every line of food product and he will find brand after brand advertised to a greater or less extent. Other brands may be practically the same and equally as good, but where the consumer is using a particular article she is very apt to stick to it as long as the quality is kept uniform.

It is our opinion that a dealer would do well to carry this method of business a good deal farther than his coffee department and have a certain amount of merchandise of as many kinds as possible packed under his own brand.

It is not a difficult matter for him to carry all his coffee under brand names and then have on his shelves only such specially advertised package coffees as are called for in his locality.

Fancy bags are not expensive and they can be made up from one design with simply a change of the brand name. This can be worked out in two ways. Either the dealer can have the printing in one color with a different color bag for each brand of coffee, or at a little additional expense he can have the bags all of one color with the printing in different colors. Usually where this is done a white bag is selected, the printing being in red, black, blue, brown, etc., for the different brands, the only change being that brand name and the color of the

ink. Where a dealer doesn't care to go to this expense his coffee can be kept in canisters properly branded, weighed out as called for and a plain bag used, or one printed with the address of the store only.

We have been hammering the brand business for a long time and in a great many cases have suggested brand names which have been adopted and the method in every case has proven satisfactory.

Collection Agency Fakery Go to Jail for Long Terms.

Abram H. Freeman, of Chicago, and Frederick L. Wendler, of St. Louis, were convicted with seven others of using the mails to defraud in the operation of the Barr & Widen Mercantile Agency, were last week, in Chicago, each sentenced to eight years' imprisonment and fined \$39,000 by Judge Landis in the United States District Court. The other defendants and the penalties imposed were: Charles F. Day, Chicago, a contract man, four years' imprisonment and a fine of \$5,000. James T. Minehan, Chicago, a former minister, contract man, four years and a fine of \$5,000. Joseph T. Stevens, Kansas City; Joseph B. Finkleman, Kansas City, and Robert B. Pender, all contract men, each three years and a fine of \$2,500. William W. Fellers, Kansas City, and J. I. Worman, St. Louis, each nine months in the House of Correction. The Government charged that more than \$1,000,000 was obtained by fraud during the operation of the agency. The alleged scheme was to convince creditors of bankrupts that their accounts would be collected by the agency from "concealed assets" of the bankrupts. The Government contended that after receiving fees for collecting such accounts the agency made no effort to serve its clients. The operations of the agency extended over many States.



In Order to Obtain the Best Results

We strive to call to your attention seasonable goods and those in which we can offer special inducements, not omitting a few items on which we specialize



SYRUPS—You are selling our Syrups, they are pleasing your trade, why change? We know of nothing better either in quality or price than our favorite brands. "Same as last," is the way we receive so many mail orders. ROYAL TABLE, a great favorite; Challenge Syrup next; in fact the whole line has many friends. Gilt Edge, Extra Amber, Very Best, King "B" Syrup, White Clover, Quaker City, Crescent, etc. We also carry a full line of New Orleans Molasses. Buy of us and grow.

CANNED APRICOTS—A special purchase to close a consignment enables us to offer California Table Apricots, No. 2½ size can, Oak Glenn Brand, at \$1.35 per dozen. These goods were packed to sell for more money; the cans are full of ripe fruit and a great bargain. Five-case lots at \$1.32 per dozen.

CANNED PEACHES—An extra standard California Yellow Cling Peach, preserved with lots of sugar, making a suitable table dessert. Gold of Ophir Brand at \$1.70 per dozen. Those who buy this brand will want more.

WHITE CROWN JAR TOPS—Self sealing, fits any Mason jar. This improved sanitary cap is destined to replace the old-style zinc cap; very simple in operation and a perfect seal; packed half gross in a box; try a box and you will find they will appeal to your trade; retail at 35c. a doz.; our price, \$2.75 per gross.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch timber blades; size over all, 13½ inches; steel unusually good; handle is coccol wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 74, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have a refrigerator, 57½ inches high, 41 inches wide and 25½ inches deep, ice capacity about 250 pounds, in good condition. Selling price, \$18.

Also 1 case of 64 5-cent packages of Miller's Lasting Starch, at 2½ cents per package; in good condition.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R.," silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each. \$5 80
3 Carnation Berry Spoons, \$1.75. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40

5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

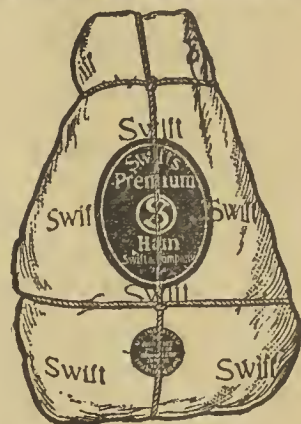
Also one Dayton Computing Scale, with scoop. Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.



How to be Sure of Good Ham

Just see that it is **SWIFT'S PREMIUM HAM**. That is all you need to watch. We guarantee every ham that bears **SWIFT'S PREMIUM** brand.

That is mighty important to you, **BECAUSE** if a woman gets a good ham from you one time, and a poor one next time, she thinks you don't know your business, or you don't care whether you please her or not.

We get good hogs, selecting them carefully, cure our hams, so as to make them uniformly satisfactory, and then advertise them to make people's mouths water for them. You can be sure a **PREMIUM HAM** is tender, delicious and appetizing.

Swift & Company, U. S. A.

UNION LEAGUE GINGER ALE

A NEW HIGH-CLASS REAL GINGER ALE MADE WITH ONLY PUREST INGREDIENTS AND BOTTLED UNDER STRICTLY SANITARY CONDITIONS

Bottled and Guaranteed by

SUNBEAM WATER COMPANY
1937 Market Street
PHILADELPHIA

The Grocery Markets

Tea.

The demand for tea is reported quite good, being particularly for new teas, which are coming regularly forward and moving out about as fast as received, although on a rather close basis. Old teas are only sold when there is something particular about them making them desirable. Prices show no change during the week.

Coffee.

The coffee market is unchanged and quiet. Fine roasting grades of Santos are still in good demand at full prices, but other grades are inclined to be weak and dull. Mild coffees are unchanged and quiet. Java and Mocha in moderate demand at unchanged prices.

Sugar.

There has been no change in the sugar market during the week. Refiners are still nominally holding granulated at 4.40 cents, but almost all of them will sell at 4.30 cents. The season of the largest demand is on, and the refiners have complete control of the market. What they will decide to do with it is, of course, not known at the present writing, but there will probably be no decline for the time being, nor is any material advance in sight at the present writing.

Syrup and Molasses.

Glucose is unchanged, although refiners are talking an advance. Compound syrup is unchanged and dull. Sugar syrup and molasses are both seasonably quiet at ruling prices.

Fish.

The demand for new shore mackerel is good, owing to the unusual abundance of fine quality fish at a low price. Shore mackerel are ruling from \$4 to \$5 a barrel below what had come to be considered an average price. New Irish mackerel are also in fair demand at a price about \$2 lower than usual, which simply represents the removal of the duty. These fish show fair quality. Norways are not particularly wanted, owing to indifferent quality. The fall-caught fish will not be available for a few weeks yet. Cod, hake and haddock are unchanged and dull. No prices have as yet been made on the new catch, which, however, has been fairly satisfactory up to date. Outside of Norwegian sardines, there seems to be little or no improvement in the condition of foreign. They are catching some Norwegian, but not as many as they would like. Domestic sardines are unchanged, but firm. Spot salmon of all grades is unchanged and quiet. There is a little new pack red Alaska salmon available for shipment to Eastern markets at a price not materially different from present spot prices.

Canned Goods.

Spot tomatoes are a little firmer, and some holders are asking 2½ cents advance. Future tomatoes are unchanged. The frequent rains have improved the outlook and packers are feeling more comfortable. The season, however, will be late, and is subject still to many uncertainties. Corn and peas are unchanged and quiet. Reports from the pea-packing districts indicate a fair-to-good pack almost everywhere, with good deliveries. Corn is unchanged and dull. Some new pack Southern apples are being offered at rather low prices, but spot New York State gallons are steady to firm, at unchanged prices. California canned goods unchanged and dull.

Dried Fruits.

Both spot and future prunes are unchanged upon the last quotation. The market for prunes is well maintained on the recently reported high basis. The demand for prunes is light. Peaches, apricots, raisins and currants are unchanged and seasonably dull.

Beans and Peas.

Domestic pea beans are exactly where they were a week ago. The demand is light; in fact, it is reported much lighter than usual. Marrows are unchanged and quiet. California limas have advanced ⅜ of a cent, which takes them to 7¾ cents in a large way. The demand is fair. Stocks are very light, both in primary and secondary markets. Green and Scotch peas unchanged and dull.

Butter.

The butter market is firm at about unchanged prices. There is a very good consumptive demand for all grades, and the make is only fair for the season. Much of the receipts of butter fail to grade fancy, on account of showing the effects of heat. It meets with a ready sale, however, at relatively lower prices.

Eggs.

Fancy fresh eggs are very firm and active, particularly for the top grades, which command outside prices. Medium grades are also in fair sale, but almost everything is cleaning up day by day. The egg market is very healthy, and prospects are for a continued good consumptive demand.

Cheese.

The cheese market is steady. The consumptive demand is normal and the make a little lighter than usual. Prices are about the same as a year ago, and a continued demand is looked for; if there is any change it will be a slight advance.

Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, bellies and bacon are firm at about ¼ cent advance. Consumptive demand is good and stocks

are reported light. Both pure and compound lard are in good demand, at unchanged prices. Barreled pork, canned meats and dried beef are steady and in excellent consumptive demand; prices unchanged.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Tomato growers take a pessimistic view of the outlook for the coming crop in Maryland and the adjoining States, based on the existing unfavorable crop conditions. Careful inquiry and investigation shows that there is some basis for their fears regarding the situation and the outlook generally, but in the light of past experience the jobbers will probably await further developments on which to base their operations for the fall and winter campaign. The hot weather of the last two weeks will force the tomato vines, and unless there is sufficient rain during the next two weeks it will do more harm than good.

Spot tomatoes were even more active than in the week previous, and some of the largest orders for quick shipment came from the Western States. This demand was not entirely unexpected. It was in evidence several weeks ago, and so stated in these advices the latter part of June. The activity in the spot goods will continue during the remainder of this month, and probably until the middle of August, by which time the Maryland crop will begin to arrive. It may be well to anticipate your wants in spot tomatoes.

Future tomatoes were fairly active again this week, and there is, apparently, increasing confidence on the part of the buyers. Some of the orders this week were quite large, and the average size

of the others was fully up to the usual July buying. The market is full of offers to buy larger blocks at a shade under to-day's quotations, but those offers cannot be placed with any reliability, canners whose contracts are worth under any and all conditions, and even the other kind don't want them. Only fully selected brands of established reputation for reliability are well-bought to-day's quotations and the purchaser will have no regrets.

String beans, sauer kraut, sweet potatoes, spinach and low-priced corn were more active this week than any of the other canned vegetables for prompt shipment. Kraut shows an upward tendency. For future delivery there was little doing in any of these articles, nor a holding firm, as a rule, because they are down to the low point.

The blackberry season may prove to be disappointing, and it is now said that the canning of them will end next week. The buying of them was active this week, and it looks like the lowest price for the season has been made. The price of red raspberries was very light, and black raspberries are already over for this season. Strawberries had a remarkable advance. They sold at 10 cents a dozen at the opening of the canning season and are now selling \$1.10 for No. 2 standards in water. The other grades of strawberries are not at all plentiful. White cherries are good sellers at the cheap prices. Grape pie pineapples will be scarce next winter because of small pack. A few new crop pie peaches and apples have been packed for quick shipment. The outlook for business in canned fruits is considered to be excellent.

The demand for oysters is light and prices are firm.

THOS. J. MEEHAN & Co.
Baltimore, Md.

A New Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Dry Goods—Notions—Knit Wear

An Abundance of New Styles.

Undoubtedly there is a more optimistic feeling among Western merchants than in the East. Possibly the promised superb crops have given them more confidence, and their actions and talks are along these lines. This is reflected in the weekly review report of Marshall Field & Co., Chicago, as follows: "The market buying season promises to be heavier than usual, because retailers have been putting their efforts into reducing their stocks to a very low basis and have not placed orders for future as freely as in past seasons. Salesmen on their various territories report that more merchants are coming to market to do their buying this fall than have been accustomed to making fall market trips.

"Crop conditions continue favorable to the dry goods trade. Not only will large crops give farmers more money to spend, but the railroads in moving the crops will keep more employees at work and consequently increase the fall demand for dry goods and kindred lines. An abundance of new styles is being shown in the market and wholesale stocks in all lines are being put in shape to take care of more than a normal demand for merchandise."

After dwelling upon natural conditions in town and country, John V. Farwell & Co., of the same city, says: "New style of garments is helping sale of Roman stripes. Imported dress goods now being opened show that English manufacturers have made noticeable improvements in put-up and are holding goods up to quality of samples from which orders were taken. All first deliveries of foreign dress goods are coming in on time. Recent London auction sales of wool show another advance. Cheaper wool cannot be looked for until more sheep are raised to take care of the demand. Many grades of white flannels have been advanced by mills 1 cent to 2 cents per yard, and wool blankets 25 cents per pair. New England cotton blankets are very scarce in mills hands—November and December delivery on duplicate orders being insisted upon. Fortunately local distributors are prepared with complete stocks to take care of all normal demands. Raw silk continues to advance with silk prices ruling firm. Satin faced silks are in greatest demand for fall."

Merchants Continue to Buy Cautiously.

Notwithstanding the presence in the primary markets, principally New York, of many hundreds of merchants of all grades from everywhere, and jobbers of high and low degree, the buying was rather disappointing. The small town dealers handling dry goods, notions, knit wear and other allied lines were as cautious as the big city retailers in purchasing goods, both for immediate and future use. In the fall and winter and

next spring lines the deals effected created no great enthusiasm so far as quantity counted. New goods on which prices were to be announced will probably be withheld excepting where a buying-storekeeper really means to order and not look over from idle curiosity. It is admitted dry goods credits have been shaken by recent events and financing for the purpose of enlarging stocks is subject to closer investigation on the part of the moneyed men and institutions than for many years. This is held to be the principal reason why merchants have bought only according to their probable needs. It was noticed, however, that what are designated as "small town merchants," were in better financial condition than the so-called big retailers, who are inclined to plunge and speculate. The appended clear review of conditions is from the "Journal of Commerce":—

With cotton 85 points higher than a year ago, and after a season of very high cotton, the manufacturers of dress gingham have decided to go into next spring with prices substantially the same as, or slightly lower, than a year ago. The explanation for this condition is found in the general state of trade, rather in the conditions and costs of manufacturing. The large mills feel the need of conserving their working organizations and they have named prices that are very low for the purpose of selling goods. Some of the smaller concerns will feel the pinch of hard competition and are not ready to go into a year of losses or only nominal profits.

Views in the market vary as to the readiness of buyers to operate on dress gingham. So many varied cloths have been brought out to take the place of the dress gingham of other seasons, and some mills have done such a satisfactory business on them, that any general statement of no business of moment being on the books, for the new season, would not be correct. As a matter of fact, some mills have already booked some satisfactory orders for dress gingham subject to the new prices, and those orders will not be disturbed as the market level will be met when the new prices are made. The new dress gingham are less interesting than many of the new cloths. The yarn dyed mills have finally worked away from the necessity of supplying loom patterns on everything, and have brought out many novelty weaves and cloths that are quite as serviceable and as pretty as many of the dress gingham.

The market on staple cloths was not much changed from the conditions prevailing last week. The Clafin troubles are more talked about than other things, both in the mails and in the daily conversations of buyers. It seems to be accepted that until the final figures are known and digested the question of dry goods values will remain unanswered in the minds of many buyers. Moreover, there are many evidences that jobbers' paper is not selling as it should and hence the heads of houses are desirous of going slow where they can. They will have to buy a great many goods

yet to meet the normal trade requirements, but they are determined to commit themselves as lightly as possible until the air clears. That advances are not in the air seems certain just now, despite the increased costs of production.

Attractive Fifty-Cent Proposition.

Some dress goods authorities are convinced that the trend for next spring will be made toward sheer goods. Fabrics on the voile order are therefore well regarded, with chiffon voiles and other cloths of similar make up are expected to sell freely. Panamas are also well thought of, but voiles are expected to be the big sellers. French dress goods have been advanced about 5 per cent. for the spring, with German goods showing also some uplift in price. Certain French mills are offering 36-inch Ottoman reps as low as 31 cents, less 2 per cent., to the jobbing trade, with the merchants an advance on these figures, of course. These fabrics are not perfectly woven, but as they have a clean appearance for low-grade goods and make an attractive 50-cent retail proposition, the sellers have had no difficulty in disposing of the merchandise.

French serges and poplins were in fair demand for quick delivery. These fabrics are reported to be scarce.

New Size Scale in Sweater Coats.

General storekeepers carrying Knit wear will be instructed in the size scales adopted recently for men's and boys' sweater goods by the Knit Goods Buyers' Association. The secretary in sending out the new scales says: "Our committee formulated the scale after several years' work; involving hundreds of personal conferences and voluminous correspondence, and concedes the fact that the quality of the material, the kind of stitch and the elasticity of the finished garment, make it difficult to adopt any hard and fast rule with regard to a scale of sizes for sweater coats.

"Nevertheless, it is felt to be in furtherance of the best interests of the knit goods trade for a definite standard of sizes to be adopted, so that when the retail merchant has a call from a customer for a 40-inch sweater coat he may try a sweater coat marked 40 inches on the customer with some assurance that the length of the sleeve and the

The Greatest
of Selling Aids

EVERY merchant measures his growth by volume of sales. Every clerk advances in salary according to his increase in sales. Every grocer, every grocer's clerk will find national advertising the biggest of all selling aids.

National Biscuit Company products have been advertised nationally for years. Their merits are known throughout the United States. It requires no argument to convince the buyer that N. B. C. products are superior. And so the clerk sells N. B. C. products without effort and quickly—he cares for a number of customers in the same time that it would require to sell to one without the selling-assistance of national advertising.

NATIONAL BISCUIT
COMPANY

Iced Tea

The most cooling, the most delicious, the most satisfying of all summer drinks.

Particularly so when made with



You get about five glasses for one cent. Almost as cheap as ice water.

Use Gold Camel Tea, a little sugar, and a squeeze of lemon, makes a thirst-quenching drink for hot weather.

Refreshing and invigorating.

60c. pound package, 30c. half-pound package.

L. S. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.

width and length of the garment will be approximately satisfactory, and that he will not be embarrassed by having the sleeves three inches or four inches short and the garment six inches or eight inches short of what would be reasonable length." The size scale follows:—

MEN'S SWEATER COATS.

| Chest. | Width. | Length. | Sleeve. |
|---------|----------|---------|---------|
| 34-inch | 15½-inch | 26-inch | 20-inch |
| 36-inch | 16½-inch | 27-inch | 20-inch |
| 38-inch | 17½-inch | 28-inch | 21-inch |
| 40-inch | 18½-inch | 28-inch | 21-inch |
| 42-inch | 19½-inch | 28-inch | 21-inch |
| 44-inch | 20½-inch | 29-inch | 22-inch |
| 46-inch | 21½-inch | 29-inch | 22-inch |

BOYS' SWEATER COATS.

| Chest. | Width. | Length. | Sleeve. |
|---------|---------|---------|---------|
| 24-inch | 11-inch | 18-inch | 13-inch |
| 26-inch | 12-inch | 19-inch | 15-inch |
| 28-inch | 13-inch | 20-inch | 16-inch |
| 30-inch | 14-inch | 21-inch | 17-inch |
| 32-inch | 15-inch | 22-inch | 18-inch |
| 34-inch | 16-inch | 24-inch | 19-inch |

Fashion Indorsed Fabrics for Fall

Forewords in the autumn styles are beginning to appear, and considering the uncertainty the general storekeeper and others interested may entertain relative to placing orders for merchandise until this matter has reached a stage where "daylight" appears, the subjoined is a side light which may be looked over with that end in view:—

Smooth surface materials, albeit many of these will show some depth of pile, are the fashion indorsed fabrics for costume making for fall. Materials which show homespun weaves, with the mesh of a very closely allied character and much more nubby than mere ratines, are to be favored for suits and for coats.

Duvetynes will come under the first heading, but serges and gabardines, prunella cloth and chiffon broadcloths, together with satin and crepe silks, will provide the average woman with a wide range of charming materials from which to choose her autumn costume of either silk or wool. Novelty fabrics will receive a certain vogue, with striped effects most popularly chosen; but the plain colored fabrics will also be in great demand, with the chances greatly in favor of the solid colors being given the supremacy. Combinations of silk with wool materials will be a favored method for the making of smart styled frocks for afternoon wear.

Silk underskirts are quite en vogue even now. The prospect for the continuance of this idea is most promising. Newest models of broadcloth and taffetas are quite definite in their style relationships. The entire season has witnessed quite a number of ruffled and draped skirts which frankly depend upon silk or wool additions for their distinctiveness. It would appear that this adjustment of materials is to continue to sway the fashions for costumes for fall.

If the opinion of the cutting-up trade were accepted as the last word in style designation the matter would have been settled early in the spring. Doubtless if this procedure were regarded seriously by this time the market would have been flooded with models that would make the angels weep. Attempts are yearly made to use the extravagant costumes of the French demi-monde as they appear on conspicuous occasions as criterions, but American women, while

mills. "There is a fortune waiting for the person who can guarantee next spring's styles," said a dry goods executive.

It was the change from felt to straw that crippled the felt hat business in Reading, Pa., within a year after manufacturers had doubled capacity. Manufacturers of women's suits, with a fair volume of business in prospect, are doing little because, they assert, styles have not been freely agreed upon. Some lines of business, according to trade reports, may suffer as disastrously from style changes as from tariff changes, the new-style craze being responsible for a great part of the higher cost of dress.

As the phrase goes, "What do you know about that?" To be sure, this may be a reason why advance orders are not nearly so heavy as in former years. Retail merchants assign as a reason for light purchasing that they can buy as advantageously later and therefore are keeping orders down to bare needs. But it is also undoubtedly true, as stated above, that frequent and sudden changes of style in dress goods is at the bottom of restricted purchasing. The National Cloak, Suit and Skirt Manufacturers' Association have endeavored to stem this tide of uncertainty and restore a greater feeling of confidence by reiterating the styles, materials, etc., formulated by their Special Committee in the spring, which appeared in last week's "Modern Merchant and Grocery World." It was a wise move and should be beneficial to all concerned.

Fiber Silk Hosiery and Price Maintenance.

Fiber silk hosiery, as the popular line for retailers, is being more freely ordered than any other grade. This despite the report that these goods are not as satisfactory as they might be. The so-called "all-silk" stocking—the artificial product, of course—is said not to wear well unless plaited over cotton. Artificial or fiber silk is claimed to lose its resistance to wear when wet, and, therefore, needs the backing of cotton to carry it through the strains subjected by washing or when impregnated with perspiration. Fiber 25-cent silks are quoted 10 cents lower than last year. Sheer hosiery is in light demand, but the most active business centers around the artificial silk lines. The dollar grades of pure silk are being bought, but not in the quantity looked for at this time of the year.

In the scramble for business price concessions are being offered by the mills. The slicing made on lines chiefly in competition with German goods is especially keen. As the price reduction to the jobber in the lines referred to amounts to only three-fourths of two cents a pair, the consumer derives no benefit, and the only effect will be better profits for dealers, where it properly belongs. Some of the Nationally advertised lines are trying to squeeze a better price for their merchandise out of the dealer, an extremely short-sighted policy. These goods may have a market of their own on paper, but it needs the active, not passive, co-operation of the merchant for their successful distribution and steady sale. Advertising

is helpful, but it should not lead to a dictatorial selling policy when it comes to the dealer.

Hardware Tools Specialties

Capital Idea for Displaying Saws.

A case for holding saws—hand and rip, etc.—which is spoken of as the last word in efficiency, is of a very practical type, and is now made up and sold with his products by one of the largest manufacturers of these tools in the West. The proper display of saws is a problem with merchants; that is, to make it attractive as well as effective. The company furnishes the following description of this useful cabinet: "In offering this new combination saw case to the retail hardware trade, we do so in the full belief that it is in every detail a practical case. It is, we believe, the first wall or shelf case to combine display of all types of hand and small saws in the same case with the stock. In the front of the case 21 saws are shown, embracing a hand, rip and panel saw, keyhole and compass saws, back saws, hack saws, pruning saws, butcher and kitchen saws, stair builders' saws, dehorning and coping saws. This display is only suggestive and can, of course, be varied to suit each individual stock.

"The samples are protected by a glass front that cannot be gotten at and finger marked or otherwise damaged by the customer, and are as well protected from dampness, flies and dust, and will always form a clean, attractive display. The interior of the case is so arranged that it carries the entire stock of saws carried in the average hardware store. For instance, it will hold nine dozen hand, panel, rip, long butcher and mitre, box saws, six dozen assorted keyhole, compass, hack, kitchen and pruning saws, and six dozen assorted coping and other small saws.

"The stock is so arranged that any one saw may be removed and replaced without the necessity of handling any other saw. In taking the saws out of the case and replacing them it is never necessary to take hold of the blade. The importance of this will be instantly recognized. Each saw may be instantly identified by means of a celluloid or metal clip or marker. It will be noted that these clips have on them all the maker's name, the trade number of the saw, the length, number of points and the price.

"The clips or markers are designed to remain on the handle until a sale is made, when it can be instantly removed. Metal pockets, marked 'renew' and 'out,' are conveniently placed to receive clips or markers after removing from the handle. For example, a sale is made, and the salesman does not have time to replace the saw in the case from stock;

he places the marker in the pocket marked 'renew.' In going to the stock later, if he finds the particular number out of stock, he places the marker in the pocket marked 'out' on the opposite door.

"By this method it will never be necessary to check over the entire stock in the case to determine what saws are out of the case or out of stock, thus making it much easier to keep a complete stock. If it becomes necessary to sell or remove a saw from the samples, the panel to which samples are attached may be swung open when the door is open. Samples may be removed and replaced instantly and without the use of tools.

"Subsequently a change has been made in the arrangement of stock on the inside panels of the doors. The upper part of the left-hand door is now arranged to carry at least six each of three or more patterns of coping saws. Metal pockets are provided in which to carry extra blades. A similar arrangement on the right-hand door takes care of hack saw frames and blades. Metal pockets are provided that will hold a half gross of hack saw blades of each length, from 8 to 12 inches. By carrying a quantity of coping and hack saws and extra blades in this manner, the goods may be delivered from the case, thus saving both salesman's and customer's time.

"These cases are made in one size only. They are 5 feet wide, 4 feet 8 inches high and 15 inches deep. They are shipped complete, with devices in place for attaching the hand or other saws with similar handles."

In most general stores the different types of saws are very much scattered; some are kept in drawers, others in original packages in various parts of the place. Often much time is wasted in looking up a particular saw, all of this is obviated by this saw case or cabinet, an origination of self-evident utility. It is a well-known saying that a great many goods are sold by suggestion. Such a display of a handsome line would be most effective, especially so in a general store.

Ready-Mixed Paints for Decorating Interiors.

Supplementing what has already appeared in this department bearing on paints—ready mixed, of course—for the benefit of the general storekeeper handling goods of this kind, information regarding the simple treatment of interiors by "home talent" will not be amiss. From a chapter on "Modern and Artistic Interiors," published by John Lucas & Co., the following suggestions are taken and which will be of use where questions pertaining to the subject may be asked the salesman or manager in their hardware annex:—

The first impression of a room depends upon the walls. In fact, rooms are either good or bad, agreeable or ugly, in exact accordance with the wall-quality and treatment. No richness of floor coverings, draperies or furniture can minimize their influence. Beautiful, pleasing and artistic walls and ceilings are not principally dependent

upon the amount of money spent. In fact, large and extravagant expenditures for interior decorating too frequently result in over-ornamentation and too much show. Simplicity is the foundation of all really effective interior decoration. And simplicity is not costly and is easily attained.

Simplicity means the use of solid tints and colors on the walls and ceilings. These solid and plain colors form a pleasing and attractive background, and are suited to either large or small rooms, and give interiors a luxurious and restful charm and dignity, which is lacking where walls and ceilings are a mass of ornaments, flowers or set figures and lines.

Wall paper is being eliminated in modern interior decorating for sanitary reasons, says the same authority. There is but one excuse for wall paper—its convenience. Dirt cannot be removed from it; and the surface of, as well as under the paper, often becomes a menace to health. Much is heard now of wall finish or calcimine which is durable, washable and perfectly sanitary. This is a perfect covering for interior walls—plaster, paper, wood, metal, bur lap, canvas, cement or concrete. It dries absolutely flat (without gloss), producing the soft effects of a water color or calcimine. It is far in advance of calcimine because it can be scrubbed and washed without injury, removing dirt, grease and grime quickly, leaving a clean, fresh beautiful surface. Besides it is thoroughly sanitary, as it contains no lead or offensive glue.

Boots Shoes Findings

Latest Wrinkles in Women's Footwear.

Manufacturers may be busy figuring on their fall lines, and shipping samples of their goods to merchants for making up their stock orders, but still changes continually appear for present time sale. An infinite variety of boots and shoes is fashionable now. They show a refinement of finish and lines that are taken advantage of to the full by the women's short skirts. Consequently it is only natural that women should accord a very important place in the toilette to their footwear. The vamps are still long, but not sufficiently so to spoil the line of the foot.

Many of the boots which are now worn a great deal in New York, Chicago, Philadelphia and at the fashionable resorts have the vamp of light cloth or gabardine in tan or gray. Sometimes even the heels are covered with the same material; this idea, although not very practical, is quite pretty. For morning wear laced shoes are very popular. They are made to come well up on the leg and have the top irregular in form. Shoes of this kind were fashionable forty years ago, and their re-

turn in favor has a rather "rococo" effect. It is hardly probable that this model will be generally favored, for it is too conspicuous. The popularity of leatherless and rubber or other flexible soled shoes this season is marked, and it is fair to run far into the fall.

Clever Shoe Selling Plan.—How a Merchant Revived His Business.

Plans for increasing the sales in the shoe department of a general store, especially one in which business has unaccountably fallen off, are to be carefully considered before final rejection. There are so many elements entering into the profitable management of the shoe annex that not infrequently the very keynote of a selling scheme may be overlooked or disregarded in its practical application. Here is a case in point where a store a few years ago began to lose its hold. Trade fell off constantly. The store carried a full line of standard, medium grade and even a fairly good stock of high-priced shoes made up under the name of the "boss." Capable salesmen were employed, and its advertising was quite forceful. But the old trade dropped away, for some reason or other.

When the situation was laid before the shoe manufacturer he told the storekeeper to advise with a well-known sales manager—a man who made a business of going into big factories and wholesale houses and putting their sales work on an organized, definite basis. A deal was closed and this expert spent a month in the store. He knew nothing about fitting feet—but he knew a good deal about the men and women who had yet to be fitted. He laid out a complete canvass that every salesman in the store was obliged to follow. It was based on this theory:—

People come here and buy shoes. They get the usual line of talk from the salesman. They get good shoes; but they pay a higher price than elsewhere. Now, why should they come back? We can't give them any better shoes, or any more shoes for their money. Then, what more can we give that will furnish a motive for coming back? How can we arouse the motive of desire for gain? We clearly understood that it was the customers' thoughts he had to influence more than their feet the sales-organizer built up a canvass which did not actually require a single word to be spoken by the salesman. Of course, the men talked more or less, but no words were laid down for them.

The salesman was required to take off the customer's shoe, get the size and an idea of the style desired. Ordinarily the next step would have been to bring out a few pairs of shoes and make a try-on. Not so. The salesman must examine the foot carefully. He must span the width with his fingers. Lift the foot up, and put one hand on the sole and one on the top, as though getting its contour well in mind. Then he lays it on the floor and asks his customer to put his weight on it. Feels of each joint, squeezes the heels of the toes and presses upward on the arch. All this before he has made a single move towards actually fitting it.



We Send Sales to You!

By distribution of our booklet and by other advertising, we teach consumers a hundred ways to use RED SEAL LYE and send them to your store ready to buy. Ask us how to *clinch these sales in your store*. We'll gladly explain and help you.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

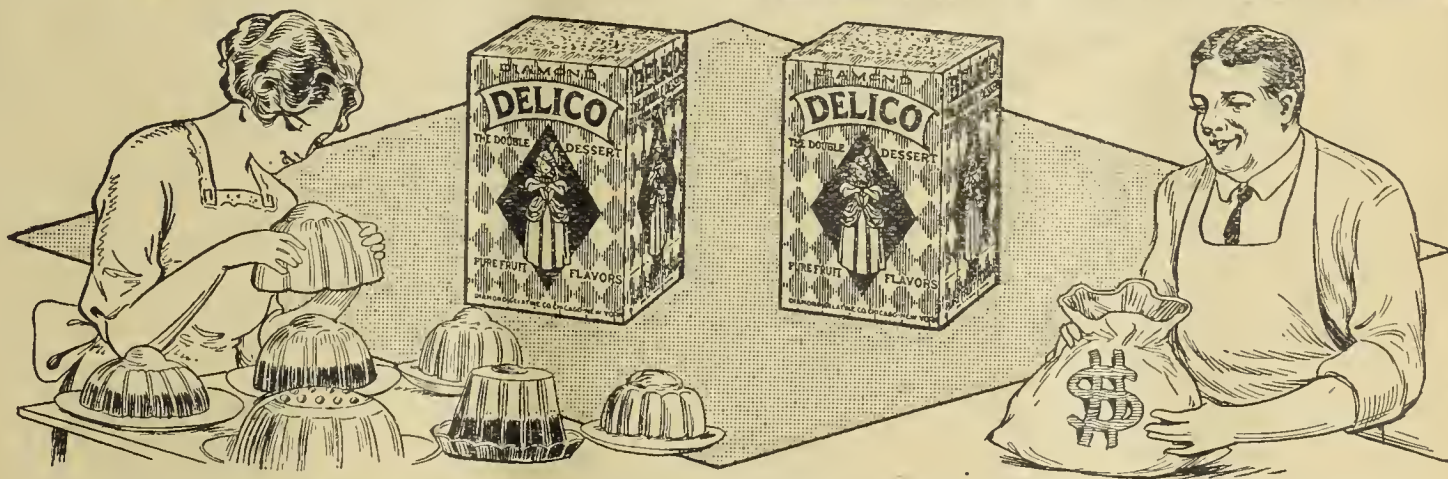
29 Washington Avenue, Philadelphia



WHAT TO TELL CUSTOMERS

"RED SEAL LYE pleases my customers best. Notice how convenient it is to sift out as needed through the sift top can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants.



Big Value for Her! Big Profit for You!

A ten-cent package of DELICO, the DOUBLE DESSERT, makes twice as much jelly as any other package of jelly powder and contains TWO assorted pure fruit flavors in each package. Think what a selling point that is! Tell your customers about DELICO—it's a lively seller and a sure repeater that pays you a REAL profit.

SOLD BY ALL JOBBERS

Made by the manufacturers of the celebrated Diamond Gelatine

The Diamond Gelatine Company
NEW YORK



WHAT TO TELL CUSTOMERS

"DELICO, the DOUBLE DESSERT, makes TWO flavors per package and makes twice as much per package as any other jelly powder. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants.

At this point the salesman straightens up and looks at the foot critically—then examines the other foot. The customer is watching and begins to feel that an expert is fitting him; and that he never had such careful attention before. The salesman then goes to the shelves for shoes. He brings back only one. Does not put it on the customer's foot, but just compares the foot and shoe with his eye. Then returns it to the shelf and brings back another. This one he tries on, but with the same excess of carefulness as he used in his examination. When the salesman pronounces the customer's foot fitted it generally goes. And the customer goes out with the shoes feeling that he has, indeed, received big value for his money.

Other details were laid down in the selling plan—such as handling subsequent sales to the same customer to the same salesman; and the allowance of little by-plays about shoes in general if the salesman had any ingenuity of invention; but this one idea alone was enough to completely alter the sales record of each man and to put the store on a successful basis again in this department. As a matter of fact, the shoe sales have increased every year since. The suggestions detailed can easily be incorporated in the selling methods of every general store handling shoes and its very simplicity proves its effectiveness.

Hamilton Corporation Sues Grocers' Association for \$75,000.

Suit for \$75,000 damages has been filed in the United States District Court at Portland, Ore., by the Hamilton Corporation, which distributes the Hamilton coupon, against the Portland Retail Grocers' Association. The coupon concern charges that the members of the association have been making an active campaign against the Hamilton coupon system, and that it has been damaged to the extent of \$25,000, suit being brought for three times the amount of the damage as allowed under the Oregon law. The suit has been brought against the association, President John Malley, Vice-President J. C. Mann, Secretary Keckenyes, Treasurer Dan Kellaher, the directors of the association and Dwight Edwards and E. F. Douglas as individuals.

MATCHES

THE DIAMOND MATCH CO.

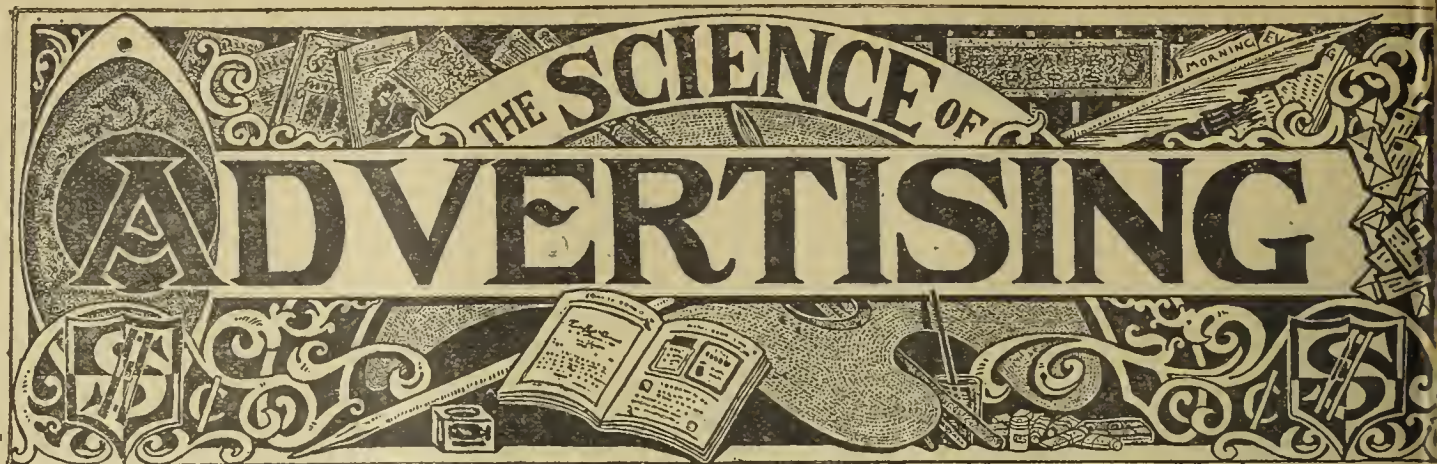
Strike Anywhere

Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |



Sharpsburg, Ky., July 15, 1914.
Editor "Science of Advertising."

Dear Sir:—Inclosed find circular of 5, 10 and 25-cent sale which begins to-morrow. Mailing out a big bunch of them.

Yours truly, O. H. KNIGHT.

The circular inclosed measured 12 x 19 inches, and was printed in black on rather poor paper. The paper was soft and spongy and made it hard to do good presswork—it absorbs ink like a blotter. Mr. Knight ought to tell his printer to use better paper. Here is the reduced reproduction of the circular:—

It seems to me I should have divided this circular into three parts, headed one "What Five Cents Will Buy," another "What Ten Cents Will Buy," and the third "What Twenty-five Cents Will Buy," separating the various offerings and putting them under their proper headings. In the store the stock should be arranged in the same way, on 5, 10 and 25-cent tables, so that nobody would have to ask the price of one of these special articles. In the circular the 5, 10 and 25-cent goods have been put more or less together. In a sale like this there is a great deal in pre-

sending to the reader a clear picture or analysis of the event. Jumbling three classes of offerings together does not give this, but dividing them clearly into their proper classes would do it.

Another way I think Mr. Knight could have improved the force of his advertising is by naming the regular or usual prices on everything he offers. He says these are special bargains, and then he stops. He does not show, by giving the regular price, how good the gains they are. "Long handle iron spoons, 10 cents." Well, what of it? What is specially important about long handle iron spoons for 10 cents? Is it the fact that this identical spoon has never been sold below 15? Or is it the average 10-cent iron spoon is not as good as this? If the answer is worth anything, it must be one or the other of these reasons—not tell it? Occasionally through this circular this has been done, but not uniformly. In fact mostly it has been done. I can judge of the effect of this upon myself. Although I am a seasoned advertising man, I am as much interested in real bargains as anybody—though perhaps I demand to be shown more than people not in the business and I know that if anybody advertises a "great bargain in a silk shirt for \$5" it makes but a faint impression, if it is said in a different way, say, this: "Here is one of the greatest gains in silk shirts we have even had—a shirt that never, so far as we know, sold below \$5, for \$3. Whether you believe in bargains or not, don't miss this," it has probably gotten me good. Or if it simply said "regular value, \$5, it would have more impression than it merely offered itself as a "great bargain."

PROSPERITY 5c, 10c and 25c SALE!

Begins Thursday, July 16, Ends August 1st

We are pulling down the high cost of living. This is by the power of 5c, 10c and 25c goods like those on this sheet. A dollar is small indeed these days but nickels, dimes and quarters are correspondingly great. Let them work for you here. Read this list, it has a money saving message for you.

Preserving Kettles

Gray Enameled Ware with wire bail and back handle. 5 and 6 quart size. Regular 25c values. Prosperity Sale Price 10c

Pudding Pans

Gray Enameled Ware, 6 and 8 qt. size. Regular 25c values. Sale Price 10c

Extra Special

4 quart blue and white enameled pudding or milk pan. 20c value. Prosperity Price 10c

Dish Pans

14 and 17 quart 1. C. dish pans, good tin. Regular 25c values, while they last 10c

Sauce Pans

Gray enameled sauce pans, 2 quart size with tin cover. 20c value, only 10c

Combs

"Pyralin" dressing combs, 7x14. Extra heavy, concave back, red, green and white. 25c values for 10c

Cups and Saucers

Imported China cups and saucers, a special lot for this sale. 25c values only 10c

Bread Pans

Sheet Iron Bread Pans, extra quality. 10x15, 11x16, 12x17. Regular 25c values. Prosperity Price, each 10c

PRICES THAT TALK

William's Talcum Powder. Well known William's "Garnation" fine soft talc, silk bottled, delicately perfumed, 25c size. One can to a customer while they last, only 10c
Galvanized Wire Clothes Lines only 10c
Glass Vases for long stem flowers 10c
Extra Large Salad and Vegetable Bowls 10c
Large Glass Pitchers 10c

Hardware 10 Cents

Long Handle Iron Spoons 10c
Mixing Spoons 10c
Ice Picks 10c
Lemon Squeezers 10c
Screen Wire for windows and porches. Per yd 10c
Size 26, 28, 30, 32 inches
Can Openers 10c
Tack Hammers 10c

Will you come and see what wonderful values we are offering during this Prosperity Sale?

1. S. Mail Laundry Soap, same size cake as Lenox for this sale only, three cakes for 10c

Scissors. You can buy cheap scissors anywhere for 10c, but here, during this sale, you get a 25c pair for 10c

Don't fail to see our big values in Cups, Saucers and Plates at 10c each

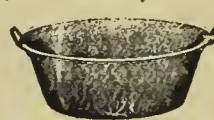
Extra Value In Table Glasses

An opportunity of your life time to get a regular 25c per set Table Tumbler at 10c per set. We are not going to attempt to tell you in this advertisement how many good things we have for you at 5c, 10c and 25c. Come in, look over our tables and make your selections.

What Will 25c Buy?

Look here and prices will talk to you.

Jaxon Kitchen Lamps with wire frame, burner, wick and chimney 25c
50c Salad Bowls for 25c



Extra Bargain

14 quart best quality gray enameled dish pan, can be used for preserving purposes. Sell everywhere at 40c and 50c—while they last, your one at 25c

Don't Fail to See the Big Bargains on Our Twenty-five Cent Table

We are making clearance prices on all hardware, enameled ware, tin ware, china, cut glass and harness. We are agents for New Process and New Perfection Oil Cook Stoves. Let us show you.

WHAT 5c WILL BUY

8 qt. Tin Bake Pan.....5c
6 qt. Tin Bake Pan.....5c
4 qt. Tin Bake Pan.....5c
2 qt. Tin Bake Pan.....5c
4 Sure Catch Mouse Traps for.....5c
Large Tin Pot Covers.....5c
10c Drinking Cups.....5c
Half-gallon Tin Cups.....5c
3 Pint Tin Cups.....5c
Egg Beaters.....5c
Coffee Strainers.....5c
6 Coat and Hat Hooks.....5c
4 Opal Nest Eggs.....5c

WHAT 25c WILL BUY

Distance Reading Thermometers 25c
3 Rolls Crepe Tissue Paper.....25c
American Beauty 3 Piece Silver Plated Set, Ladle, Butter Knife and Sugar Shell, 75c value.....25c
Fruit Jar Rings, Red Rose Brand extra heavy, 3 dozen for.....25c
1 Dozen Jar Tops and 1 Dozen Rubbers.....25c
Extra 7 Boxes White Line Washing Powder for.....25c

WHAT 10c WILL BUY

1 lb. Royal Violet Talcum.....10c
Potato Mashers.....10c
Dover Egg Beaters.....10c
Mixing Spoons.....10c
Serrated Bread Knives.....10c
Sugar Shakes, nickel-plated.....10c
Aluminum Baby Cups.....10c
Tea Pots.....10c
8 qt. Enameled Dish Pans, while they last.....10c
Nesco Tipped Tea Spoons, per set.....10c
Good Size Tin Foot Tubs.....10c
10 qt. Tin Milk Buckets, best one yet, 25c value.....10c
Big Bargain. Ice Tea Glasses Each.....10c

Extra. Half-gallon Gray

Enameled Col-ice Pot, 25 cent value.....10c

Half-gallon Enameled Covered Buckets.....10c

Iron Ladles for pouring sealing wax.....10c

Soap Special. 3 Cakes Butter-milk Soap.....10c

See Our Special Box Writing Paper for.....10c

Rolling Pins.....10c

9 in. Turkey Feather Dusters.....10c

Hammer Handles.....10c

Hatchet Handles.....10c

Lace, Wash Boards.....10c

Compare. Compare. Compare. You will find our prices are just right. Take us on a general bill of hardware or groceries and we will save you money. If don't cost you one penny to figure with us. We want your trade and will give you best quality, best service and courteous treatment. You owe it to your self, if you are not a regular customer, to get our prices before buying. Our regular customers stay with us because they know they save money. Bring us your produce. We pay cash or exchange goods for produce. When we start this sale we have an ample supply of everything we advertise, of course, some items will sell out quick. Come early and get first pick.

O. H. KNIGHT, Sharpsburg, Ky.

Printed by W. H. Miller, Printer, at Sharpsburg, Ky.

NOTE.—This department is devoted to the criticism of advertising matter, in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Peaches are plenty and cheap. The range is \$1.75 to \$2, as against \$3 a year. Smaller size and larger quality are responsible for the low price. California is about two-thirds done, and exports by points are beginning to ship.

Why This Delay?

In a peculiar case an Insurance Company once wrote: "We note that your policy was issued at nine and that the fire did not take place until three o'clock the same day. Why this delay?"

We have tried for years to gain your attention, through this journal, to our

Indexed Coupon Books

If we have not heard from you, why this delay? You are losing more than we by not using them.

WE HAVE SOLD MILLIONS OF THEM!
Samples and literature free. Delay no longer.

LET US HEAR FROM YOU

J. P. FORBES, Forbes Building, Coshocton, Ohio



Walker Bins Win Instant "O. K." of Both Mechanic and Grocer

WALKER BINS are the acme of perfection in workmanship, material and finish. They put all your stock at your finger ends, save time and confusion in handling stock, save stock of perishable nature by keeping it clean and protected from dust. Don't think you "can't afford" an up-to-the-minute store—you CAN'T afford NOT to have it! Get wise! Let us tell you how we make stores make more money. Take a minute off and write for catalogue "G."

WALKER BIN COMPANY

Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding
PENN YAN, N. Y.



What Kind of People Do You Sell?

¶ If you sell the homey, well-to-do, substantial kind of people who want the best and are willing to pay for it, then you need **Wheatena** as a regular part of your stock if you haven't got it now.

¶ **Wheatena** (the hearts of selected wheat) is the greatest repeater with that kind of people you ever saw. It satisfies absolutely and it doesn't pall on people.

¶ We guarantee the keeping quality of **Wheatena** absolutely.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA



CCLXIX.—The Danger of Giving Accommodation Notes.

By a peculiar coincidence I have requests from two correspondents, one in Pennsylvania and the other in Kentucky for an opinion as to whether they can be held liable upon promissory notes which they gave merely as an accommodation. The two cases differ somewhat as to their facts, but the fundamental principle is the same in both. In fact, the real core of both cases is the same, and can be thus stated:

A is a man of substantial financial responsibility. B is a man who has neither financial responsibility nor credit, though his honesty is unquestioned. B, needing money in a business venture, and being unable to raise it, asks A to indorse his (B's) note or to give B his own (A's) note, so that B can take it to the bank and raise money on it. B pays A nothing for this service—A does it merely as a favor. The note or the indorsement—it makes no difference to the principle involved—is given and discounted. B fails to have the money to meet the note, as he expected and promised to do, and when it matures the bank gives A notice that he will be looked to for payment. A now begins to look around for some way of escape. Is he liable on the note? Does the fact that no consideration passed between A and B absolve A from liability?

The above statement of the case fits both of the inquiries which have come to me, and fits many other cases which are constantly arising. The notes which figure here are what are known as accommodation notes, and in some States the law governing them is radically different from the law governing ordinary promissory notes, particularly in one point. In the States mentioned—there are four—the law of accommodation notes is much more severe on the maker or indorser than it is on the maker or indorser of an ordinary promissory note, and I observe that for that and general reasons an accommodation note is a bad thing to make or to give. Unless he simply cannot avoid it, no man should give his note, as a pure favor, to another man to be hawked about the market.

An accommodation note is practically a loan of credit. I ask a man of better financial standing than I am to loan me his written name in order that I may get money or credit that I cannot get upon my own name. When I get that name, in the form of a note, I pass it on to somebody else, who gives me something for it—usually money or the equivalent, or credit. This somebody else is then the holder of the note, and if when it is due it is not paid, he can compel the maker—the man who accommodated me with the loan of his credit—to pay every cent. This notwithstanding no consideration passed, and that my friend did the thing merely as a favor. I could not personally hold the note until maturity, however, and then compel the maker to pay it. He could at once get me out of court by showing that I had paid no consideration for the note and therefore had no right to recover anything on it. But when the note passes to a third person the absence of consideration makes no difference—the note has then done precisely what it was intended to do—raised money for me. A third party can collect from the maker, even though he knew when he took it that it was an accommodation note.

The point in which in some States the law is harder on the maker of an accommodation note than on the maker of an ordinary promissory note, is this:—

Consider a case where A gives B an ordinary promissory note. For some reason or other A finds that he has a perfect defense against the payment of the note, and he decides that when B demands payment he, A, will refuse it and defend on that ground. B, however, before it is due, transfers the note to C, who knows nothing about A's defense against B, and when the note is not paid C sues A.

A will now have to pay, because he cannot introduce into C's suit his defense against B, for the reason that C is an innocent third party for value received.

Now suppose B had waited until the note was *past* due before he transferred it to C. In that case A could have made against C the same defense he could have made against B, because transfer *after* maturity opens that door.

But in four of the States the law is different when an accommodation note is transferred after maturity. In Illinois, Maine, Maryland and New Jersey, I, whom somebody has accommodated by giving me a note, can wait until after it is past due, and then transfer it to somebody, and he can collect it from the maker, though I could not have done so, either before maturity or after. Furthermore, he can collect it even though he has express notice from me that the note was merely an accommodation note.

Happily in all the other States the law is different. There the transfer of an accommodation note, after it is due, is precisely on the same footing with the transfer of an ordinary promissory note after it is due: If the person transferring it after maturity could not himself collect it from the maker, for any reason, then the person to whom it is transferred cannot either.

Giving accommodation paper is risky enough in any State, but in the above four States it is so risky that only a very foolish man will do it. It is risky everywhere because it will very likely compel you to pay a debt that you do not owe.

The maker of an accommodation note, or a man who endorses one as an accommodation, can always revoke his act while the note remains in the hands of the person accommodated, and the latter can always be compelled to give the paper back before he has made any

use of it. Or it will be revoked automatically by the accommodation maker's or endorser's death, while the note is still in the accommodation party's hands. If anybody takes the note from the accommodation party, after the maker's death knowing it was an accommodation note, he cannot collect from the maker's estate. He can collect, however, if he did not know it was an accommodation note, even though he knew of the death.

The law is also different here from the law of ordinary promissory notes. Any third party who gets a promissory note after the maker's death can recover upon it just the same, always provided that the maker gave it in the regular way while he lived.

(Copyright, July, 1914, by Elton J. Buckley.)

Question: M. L. G., Copley, Pa.—I bought five dozen brooms, but same were never received at the freight station. The company bought of is now trying to make me pay for them. Can they do so?

Answer.—This depends on how the brooms were bought. If they were bought f. o. b. the seller's station, you to pay the freight, the seller can collect from you if he delivered the brooms to the railroad company, provided he did not deliver to some railroad you told him not to. That is because the contract only compelled him to deliver to his station and when he delivered to the railroad there, the law considers that he is delivering to you for the railroad is considered as your agent. In this case you must make the claim for loss upon the railroad.

But if the brooms were sold delivered to you, the seller cannot collect unless he delivers. In that event the fact that the brooms have not appeared at the freight station is a complete defence.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letter should be received at this office no later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Lima beans have slumped. They were \$3.75, but are now \$1.75. Most of the receipts are nearby, with a few from North Carolina and South Carolina.

More Bad Prospects for French Sardines.

Year it is a Strike Among the fishermen. Well-known Importer says There Are Plenty of Fish, But they Cannot Be Canned, and the outlook is for Small Supply and continued High Prices.

al Correspondence of "Modern Merchant and Grocery World."

New York, July 23, 1914.

The American Consul in the sardine-producing district of France reports to Washington that thousands of fishermen have gone on strike along the coast, and the men employed in the sardine canneries have gone on a strike in sympathy with the fishermen. The relations between the fishermen and the sardine canners are of long standing. This is rather an unfortunate state of affairs which has lasted for quite a long time. There are plenty of fish on the coast of Brittany, and lots of French sardines could be packed if the fishermen and the sardine canners could come to terms, but it seems impossible. These fishermen are unfashioned and stubborn people. They will catch only a certain amount of fish, being afraid that if they brought a larger quantity to market that the price for the fresh fish would come down. They prefer to throw the good catches overboard than to bring them ashore. Naturally the price for sardines is high and the supply very scarce. The French Government, appealed by the canners, has tried to bring about a satisfactory settlement, but so far their efforts have been unsuccessful. The American Consul confirms the report that we received by cable a few days ago that practically every large sardine cannery in North Brittany is closed, and just now when the catching of sardines should be at its height. Under the circumstances there is very little chance of bringing over very many French sardines.

the meanwhile Portuguese sardines, packed in French manner, are taking the place of the French sardines to some extent.

GUSTAV FORGES.

ATTENTS

Trade-marks procured promptly and early in all countries.

Is & Davis, Washington, D. C.

IN EVERY HOME



NOTHING has a wider sale than *milk*; some people like one cereal, some prefer *another*, but *all buy milk*. Even the woman who bakes her own bread and cakes *must buy milk*. All your customers are buying milk *every day*. Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands**, both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks**. This is sure to bring you increased sales.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



A Piece of Blamed Hard Luck.

Here's something I think you fellows ought to know. It happened right under my own nose, so for once I know what I'm talking about. There's a lot of lessons in the thing—maybe I'll point 'em out and maybe I won't. It depends on how much paper I've got left after I'm through telling it.

Out at a certain hotel last month there was a bunch of road men camping over night. I was one of 'em. Some of them might have called me the handsomest gent present, some others might not. It depends on how good eyes they had, but that ain't either here nor there.

We was sitting in the smoking room after supper chewing things over—two of us was asleep—when one fellow happened to bring up a man's name we all sell and are all glad to sell. I ain't going to even hint where he is for he's had enough dirt handed to him.

"Have any of you fellows got on to Jones' new cashier?" this salesman said.

Jones got this dame last November and she was sure the dame for the retail business. She was a flirty little thing—ate up salesmen as fast as she could put salt on 'em. Not that she ever did anything to me. I suppose she saw from my face that we couldn't ever be any more than friends.

Well, pretty near all the bunch had sized her up as a flip little peach, but that was all. All the same, they threw her name around pretty regardless, and all of 'em seemed to think that any boy who wanted to could take her out and cut up about as he liked with her.

"I wonder if Jones gets fresh with her," somebody says, and right there it began. They chewed that over, too, and when they got through they had it all fixed up that Jones and that girl were wearing each other's shoes. One of 'em said

"I'll bet that's all he got her in there for, too."

I don't know what else they doped out on nothing, for I went to bed. I hadn't said much, because I had a bad tooth and I felt like slapping mother in the face.

Now, as I say, that's where it started, in the windy gab of that bunch of salesmen who didn't have one blamed thing to go on, mind you, except that Jones had a new cashier that liked to chin with the boys.

Jones ain't been exactly rolling in good luck for the last year. Oh he's good enough, but most of his money's been tied up, and he's been slow. A month ago he wrote everybody he owed and asked for six months' time. My house, unbeknown to me—I was off on another trip—said he couldn't have it. I didn't get on to it until I got back last week and then I went straight to the credit man.

"Old man," I said, "why in thunder did you turn Jones down? He'll work out all right if you give him a little time. Why if you push him now you'll bust him! All the others agreed to give him time."

"I don't care a (you know) what the others did!" said our popular and polite credit man, "when a business man gets mixed up with light women he can't get any favors from me. I can see his finish too plain."

"What in holy hen are you talking about?" I said. "Jones is as straight as a pump!"

"I got it direct that he was mixed up with some girl in his store all the same—cashier or something—and was carrying on with her something fierce. Even the salesmen are talking about it. Say his wife's going to sue him for divorce. When he asks me for an extension just after I hear that, he has a swell chance of getting it, believe me!"

"Well, it ain't so," I said. "Where did you hear any such stuff?" Oh, he'd heard some other credit men talking about it at a meeting or something.

Now, I'll bet a thousand dollars—wait a minute till I get it out—there 'tis. I'll bet that thousand bones that that guff about Jones being in with his cashier never had anything to it at all outside of the fool gabble that that bunch of salesmen did that night in the hotel. I'll bet more if there's anybody with sand enough to cover it. I can just see how the dirty thing started. Some of those fellows carried it away that night and spoke of it to some more, and they did the same, and by George, before they got through they had poor old Jones blame near divorced from his wife! By the great holy cruller, did you ever hear of such a thing?

Maybe he never so much as looked at the girl!

Pretty soon the thing got back to the men's houses and you saw what it did with my house. Our credit man was right—you can't afford to take any chances with business men that fling around after skirts, specially skirts in their own stores. When they start to do that, anything can happen, and a credit man who's on the job keeps safe. Sure, he might have looked into it a little more before he put his foot down, but while he was putting his foot down Jones might have busted.

I suppose that's the way he looked at it.

Now wait till I tell you how it turned out.

Jones didn't bust—that is, he ain't busted yet and I'll bet all I've got he don't. Everybody else gave him the six months, so he raised the money and paid us off. See? The house has lost a customer, and so have I. I won't dare ever show my unhappy mug again in the store I've

sold goods to for thirteen years. Ain't that the very devil?

Just because a bunch of bla fools got together one night and started something. By gum, I think it's scandalous!

I suppose somebody might. Jones put up the whole thing himself by getting in a girl like that. Well, there is something that, though not enough by itself, blamed sight to cover all he's handed to him. If I had a retail store I wouldn't hire the peachiest peach that ever lived for a dollar a week, if she was one of the flirts kind. The darned things are always starting something. That's where Jones got in wrong. But the same, that ain't any excuse for blowing out a lot of hot air that may burn a hole in his credit. I credit is where a fellow lives, take it from me. If you ain't got that by gum, you ain't got anything.

THE STROLLER

Pennsylvania Organization Notes.

Mr. Smedley visited Pittsburgh, Johnstown and several other points in the Western end of the State during the past week.

The Reading Retail Grocers' Association will send a large delegation to the Philadelphia convention.

Sixty representatives from every branch of mercantile endeavor in the town of Birdsboro met at the Friendship Hall on Wednesday, July 15th, and confirmed the formation of the Birdsboro Business Men's Association. R. Huyett presided and G. W. Lacey acted as secretary. Addresses were made by William Smedley, State organizer; Dr. Hetrich, chief burgess; A. Deeter, ex-president Retail Grocers' Association of Reading; R. H. H. Bogert, of the Episcopal Church of Birdsboro; Dr. Amar and the following Reading merchants: Edward Clammer and C. K. Fisher. Sherrad Ewing, secretary of the Reading Chamber of Commerce, made a splendid talk on the work of organization. The association will apply for admission to the State association. The following visitors were present from Reading: E. M. Clammer, A. Heist, Sherrad Ewing, A. J. Achenbrenner, A. S. Deeter, J. Sheneman, E. H. Kramer, Charles Yeager, Edward Hassler, J.

eppler and W. C. K. Fisher. Constitution and by-laws will be adopted at the next meeting. Plans being made for aggressive work.

Merchants of Kutztown have appointed a committee to arrange for a banquet in the near future.

Mr. Smedley has sent out the following personal letter to all secretaries of local associations:—

Dear Secretary:—This is a personal request to you to help me get a big attendance at the next convention, to be held September 7th, 8th, 9th and 10th at Philadelphia.

I have worked hard this year to revive interest in association work. I have succeeded in becoming mighty interested in the work, and in an experience of over 30 years in association work, I never had a harder year, nor a more pleasant one. I have traveled thousands of miles, made visits to over 100 associations and have organized a lot of new ones. Thousands of new members have been added to the associations. Our State Association is on the map.

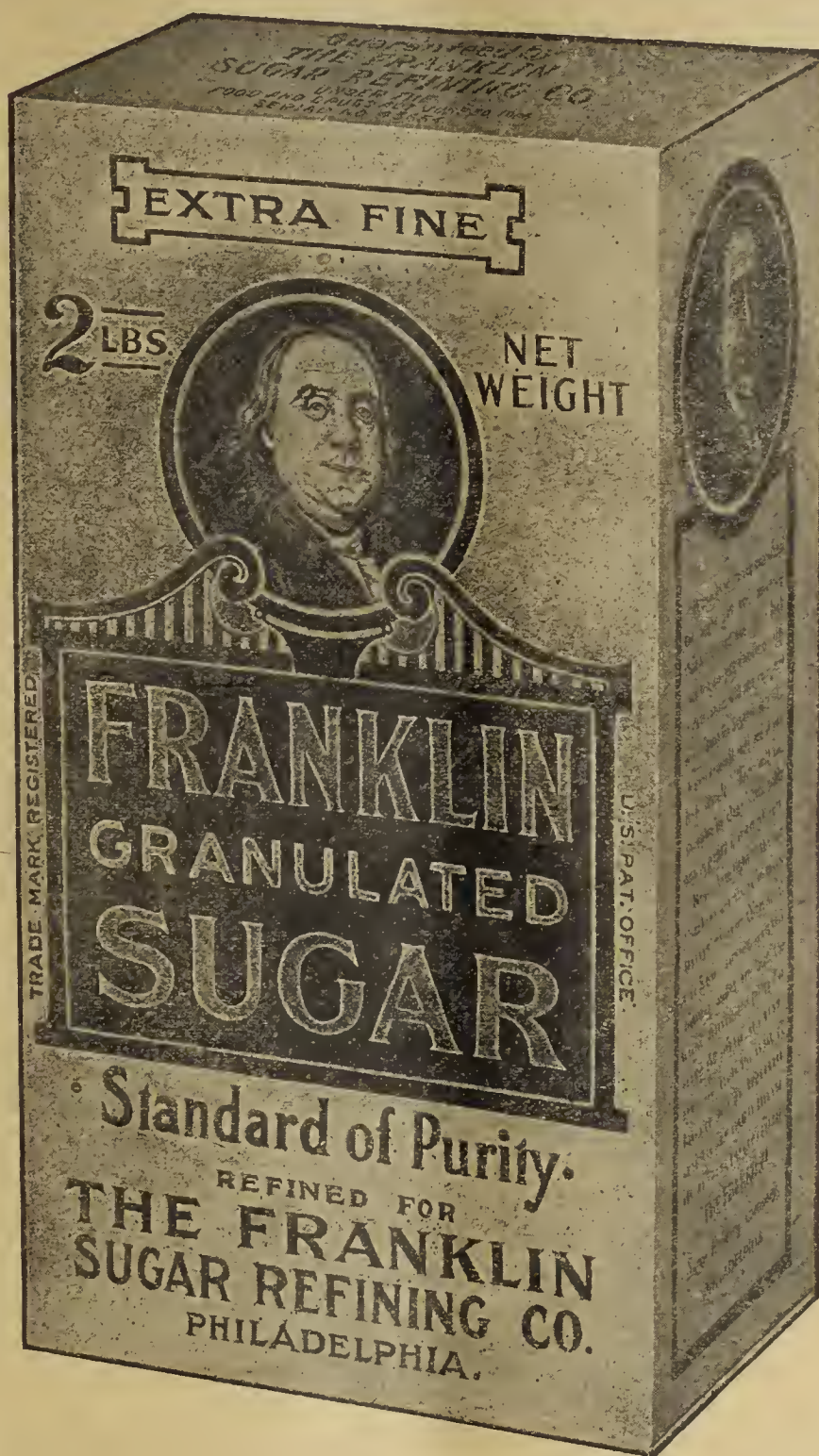
Now to get back to the convention. We want a big attendance. I have predicted there will be at least 500 visitors, and I am hoping that there will be 1,000. Philadelphia is ready for you. Good talks by good talkers, splendid discussions, lots of entertainment and a hearty welcome await you.

Now to the point. Won't you help get this big attendance? You can do it and you are the only man in your association to do it. Start at once to arouse an interest among your members in the convention. Any member who attends the convention will be a better member of your organization. Experience has proven this. Then, every visitor and delegate from your association will count big for you in securing an award under the Pennsylvania Plan.

Now, please, Mr. Secretary, won't you help yourself and help me by bringing to Philadelphia the largest attendance of retailers ever gathered together in convention? Everything possible for the comfort, entertainment and edification of our guests will be provided. What we want is a big attendance. Won't you help? How many can we expect?

C. M. Wessels, author of the Pennsylvania Plan, was a guest at the week-day luncheon of the Pittsburgh Publicity Association on July 1st. By request he delivered an address on the "Pennsylvania Plan."

This is the FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



Are You Sharing

with us the steadily growing popularity of

MAPLEINE

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.



WHAT TO TELL CUSTOMERS

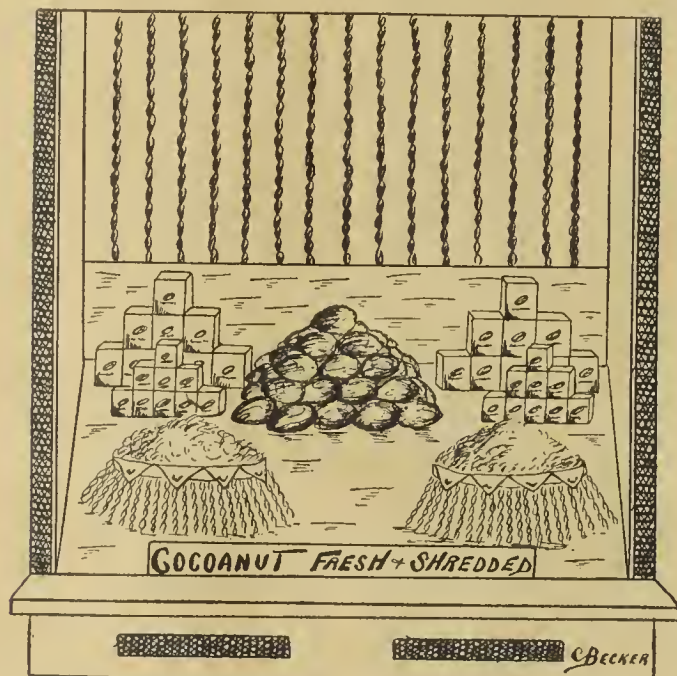
"This is the famous FRANKLIN CARTON SUGAR. The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient CARTON. I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Cocoanut Display.

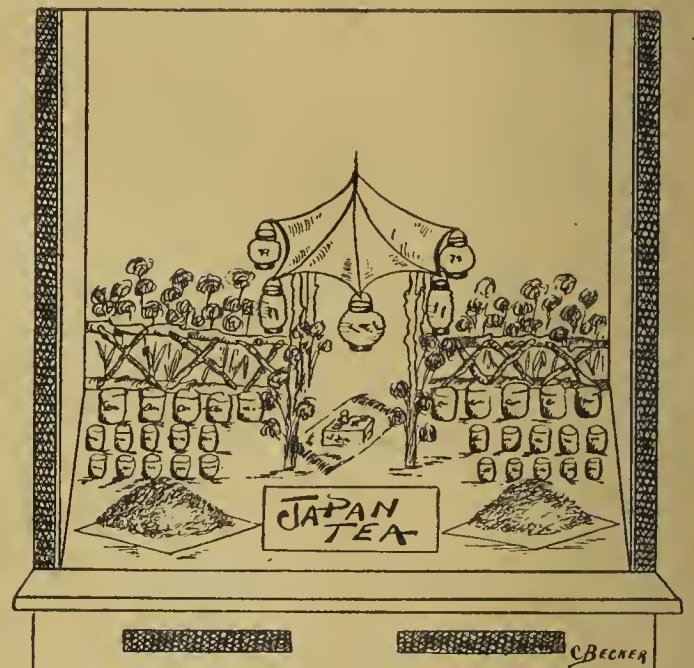
Just now we sell about twice as much cocoanut as at any other time. Picnic time means plenty of home-made cocoanut cakes. Make a window display of it. To arrange this one: First cover the bottom of the window with brown crepe paper, a light shade looks best. Along the front place a neat sign card, with the words as in cut. Cover the two cheese boxes with the brown crepe paper, turn the rim of the lid up. Place paper napkins around it so that the corners hang over. Cut some of the brown crepe paper in strips



about one inch wide, tack around the rim of the lid, twist and tack to the bottom of the window. Fill the lids with loose shredded cocoanut. In the center, in the rear, build a pile of fresh cocoanuts. At each side place pyramids of cocoanut in different size boxes. Across the window, in the bottom, at the rear, place some of the brown crepe paper. Finish at the top with twisted strips of the same.

Japan Tea.

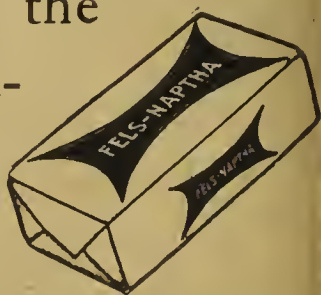
Tea is always a good article to use for a neat and attractive window trim. This is a neat one and not very hard to arrange. You are always sure of doubling your sales by having attractive windows. To arrange: First cover the bottom of the window with green crepe paper. In the center, in front, place a sign card, with the words as in illustration. At each side display loose tea on paper napkins. Make a little summer house, with four small saplings for side posts; they should be about four feet high; use some heavy wire to form



the curved Japanese roof. Cover the top with red crepe paper. Fasten a Japanese lantern at each corner, place an electric light in each one. On the bottom, in the center, place a Japanese grass rug. Cover a corn box with figured crepe paper and place a little tea set on it. At the sides display tea in different size boxes. Make a little rustic fence at the rear, at each side, and back of it place a large number of paper chrysanthemums. Cover the entire window at the rear with sky blue crepe paper.

As to laundry soaps

You're always safe in purchasing **Fels-Naptha** soap. It's the dollar that the dealer must be after; and the steady, reliable, ever-growing trade on **Fels-Naptha** is a sure source of dollars to the dealers who keep it well stocked.



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AND

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Jobbers Show President Wilson Faults in Proposed Clayton Bill to Regulate Business

Delegates From Various Associations Have Audience Last Wednesday and Discuss Measure. Point Out Legitimate Reasons for Cutting Prices and For Selling Some Buyers Cheaper Than Others. Argue For Exclusive Selling Arrangements Between Manufacturers and Dealers.

Staff Correspondence of the "Modern Merchant and Grocery World"

Washington, D. C.,

July 31, 1914.

By prearrangement President Wilson on Wednesday last received a delegation from several wholesalers' associations in different lines at the executive offices to present their views on current business conditions. This was the first opportunity that the wholesale interests of the country had in this capacity, and therefore great importance is attached to the visit. High hopes are entertained that it will result in great advantage, not only to the members, but to the distributors throughout the country. Eight jobbers' associations were represented by thirty delegates, including the National Wholesale Dry Goods Association and the National Hardware Association. Calvin M. Smyth, of Young, Smyth, Field Co., president of the dry goods body, of which he is president, with several Baltimore members; and J. E. Baum, president of the Supplee-Biddle Hardware Co., together with a half dozen other members from Cleveland, Pittsburg and elsewhere, for the hardware organization, were among those present. The President received them in his customary pleasant manner and gave close attention to the statement presented by Mr. Smyth, on behalf of his colleagues and the interests they were connected with. As a preliminary the speaker explained who they were, and the purpose of the call and then stated its object and reason as follows:—

Mr. President.—This body is composed of officers and delegates from trade associations of wholesalers doing business in the various parts of the country, from the Pacific coast to the Atlantic coast and from the Great Lakes to the Gulf.

The business houses, comprised of the membership of these organizations, are firms and corporations of medium size, being free from any entangling alliances with trusts or other similar corporations which

tends to enjoy a monopoly of the trade in the products which they handle.

We are merchants buying under great competition and selling under competitive conditions which are quite keen.

Our sympathies are with you as President, and it is our earnest desire to render you every assistance possible in the conduct of your high office, so that the interests of the public may be properly protected and promoted.

To come quickly to the object of our visit, we wish to commend the efforts which you are making to lessen the area of uncertainty which surrounds some of the present legislation affecting commercial interests. Business men have suffered from a lack of positive information as to the legality or illegality of many acts and there has been natural hesitation because of this uncertainty.

With regard to the establishment of a trade commission it has been our belief that a bill providing for the establishment of a commission to which business men could submit propositions before putting them into effect, would serve to better advantage than a body who would merely investigate and order suspension of acts already committed. It is accordingly our hope that such trade commission may be established, for universal expressions of all these associations has been that they wish to have their actions fully in accord with the letter and spirit of the law and they would heartily welcome the establishment of some tribunal which would assist in the effort to serve the public in proper ways under approved methods.

Clause II of the Clayton Bill, now pending in the United States Senate, contains a clause which, insofar as it applies to price discrimination by trusts or by those who seek to monopolize the trade, we fully concur; and it is our firm belief that the practice of selling at low prices for the purpose of injuring a competitor or creating a monopoly is wrongful and should be punished to the fullest extent. In fact, it is our belief that several of the pernicious trusts have been found guilty of engaging in those practices with the purpose and intent of injuring the business of a competitor, and they have been punished under the terms of the Sherman Anti-Trust Law for such wrongful acts.

Therefore, insofar as Clause II is concerned, as applied to trusts and monopolies, it has our approval, but there are numerous cases where a merchant in the ordinary conduct of business finds it necessary to quote a lower price in one section of the country than in another. We cite such reasons as, a need for turning over stock into cash; credit

conditions, such as the taking of a greater risk in connection with one account than another, and the addition of a small percentage to cover the greater risk.

A full consideration of Clause II has led us to the conclusion that its enforcement as at present constituted, might result in harm to the business of the average small merchant, be he wholesaler or retailer, and that it might lead to hamper his action in competition with the great corporations. Therefore, this clause which appears to be expressly aimed at trusts would include individual business concerns which are in no sense trusts, and the result would be to "cripple" these concerns when Congress undoubtedly aims to leave their legitimate activities entirely unimpaired, so they might enjoy the greatest freedom in competition.

Many of those whom we represent enjoy exclusive selling arrangements, which would be destroyed by Clause IV of the Clayton Bill. Manufacturers often find it advisable to establish exclusive agency arrangements with the dealers for the purpose of inducing a dealer to carry a full and complete line of their goods in stock, where he would not do so were he not to be assured of a fair volume of trade in that particular commodity, sold under exclusive selling arrangements. Where there are no exclusive selling arrangements, merchants feel less interested in maintaining a complete stock, with the result that three or four merchants may have an incomplete assortment and the interest of the public suffer through their inability to secure the goods which they want.

Those who have exclusive selling arrangements, for merchandise, invariably carry a good stock, for they are interested in keeping the customer satisfied with the goods, and in such lines as machinery, they invariably carry a stock of parts for machines for which they are agents. If it is made unlawful for these exclusive selling arrangements to exist, it will destroy valuable agencies for the firm and complete service for the public. It is entirely within our knowledge that exclusive selling arrangements have some time been made by trusts for the purpose of preventing competing manufacturers from doing business with wholesalers.

It is our opinion that the purpose of Section IV, insofar as it is directed toward the prevention of a monopoly, is most commendable; but that, in its present form, it is not limited to that purpose, but made to comprehend other transactions of the nature described, even though such transactions were made in good faith to meet competition and to carry out legitimate purposes in the interest of the consuming public.

The Senate Judiciary Committee made an amendment, as reported by them on July 22d, to Section II, which permits discrimination in price made in good faith to meet competition and not intended to create a monopoly. Possibly a similar amendment could be made to Section IV, so that the transactions mentioned shall be considered unlawful only where they are conducted for the purpose of creating a monopoly.

In closing we wish to call your attention to the fact that we are members of that class sometimes slightly referred to as middlemen. There are those who sneer at the term "middlemen," thinking only of two facts, viz.: the manufacturer and the consumer. It is at once admitted by us that the consumer is king and the manufacturer is a person of great import-

ance; but to "bridge the gap" between the two, and to supply the goods wanted at the time and in the quantity and place desired at a fair price, is our part of the transaction.

The American market is probably the most complex in the world, occupying the largest economically high-grade area under one political control with uniform trade customs, laws and language. It is the effort of the middlemen whom we represent to gather together in their warehouses the goods of hundreds of manufacturers and to maintain constant supply for distribution in small quantities to the retail trade which supplies the consumer.

If the manufacturer were to endeavor to perform the service of distribution to the consumer, he would be confronted with great expense and the ultimate cost to the consumer would be far greater than through the dealer, with added fact that great inconvenience would result and serious loss ensue by reason of the absence of the convenient dealer. The facts and figures concerning the value of the service which is performed can readily be given and would surprise many of those who have criticised the value of the service which we perform without having complete facts in their possession.

When Mr. Smyth finished President stated briefly that there was no intention on his part or of the administration to disturb business. The legislation pending on the subjects referred to was being carefully considered and would be enacted into law as expeditiously as possible considering their importance. In fact, he made a formal statement of his opinion regarding the entire commercial situation—previously prepared and no reply to Mr. Smyth's statement. The President, among his other observations, emphasized these words:

I just want to leave the thought with you that we are not running "amuck." We are trying to close this era of suspicion and of recrimination by putting in the law what the moral judgment of the community has said ought to be there.

At a meeting on Tuesday preceding the Washington trip the various associations had a conference, which the Clayton bill and Trade Commissions bill were discussed and several amendments suggested, which were embodied in Mr. Smyth's statement. As to the scope of legislation with respect to those to whom it will apply, it was felt by the meeting to be essential that any or all legislation looking toward the establishment of a Trade Commission and the regulation of trade and commerce should apply equally to corporations, partnerships and those doing business in their individual capacity, so that such legislation would cover any and all types of business.

Help us make the Grocer the family Milkman

Everyone of your customers now pays the milk peddler \$3.00 per month (some pay much more) which ought to go to you. You must supply their sugar and get very little profit out of it. There is no reason why you shouldn't supply their milk for you can give them better service—and clean, sweet, pure milk—and you can make money doing it. You can switch the milk trade to your store by building up a sale on

CARNATION MILK

From Contented Cows



Your customers will like it in their cooking and baking.

And you will find it easier to switch your customers to evaporated milk if you offer them Carnation Milk. Our advertising is educating people to use evaporated milk—it is turning into the grocer's cash drawers the money now paid the milk peddler. You can help the good work along. When a customer asks for evaporated milk, give her Carnation, the brand that will please her and bring her back for more. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

anization and that none should exempt.

G. B. K.

PRESIDENT SMYTH'S POST IMPRESSION OF THE PRESIDENTIAL INTERVIEW.

When Calvin M. Smyth was seen in the "Modern Merchant and Grocery World" Thursday morning, after returning from Washington, he was asked about what was his impression regarding their call upon the President, he said:—

The President received us courteously and pleasantly, and listened closely and attentively to what we had to say. We felt he was interested, but in no way, by manner of words, did he commit himself one way or the other. In other words, we drew a blank. After I had made the formal statement for the entire wholesale industry, W. D. Taylor, president of the National Hardware Association, of Cleveland, spoke briefly on the Trade Commission Bill, and B. S. Binsinger, of Richmond and Memphis, representing the Glass Distributors' Association explained our attitude on the single price question, the President delivered his formal reply, which, of course, as you may note, is only a general expression of his views on the business situation at large, and in no sense an answer to what we had to say.

So far as the single price provision of the Clayton Bill is concerned, it is manifestly absurd to

say that the same price should be quoted for merchandise to John Wanamaker, for instance, who buys in large quantities and whose credit is impeccable, and John Jones, who is an uncertain quantity in every mercantile respect. That is asking and demanding the impossible. You may have noticed that this clause of the Clayton Bill was not amended until the arrangements for our visit to Washington were completed. Our proposition in connection with the Trade Commission Bill, "authorizing and permitting persons or partnerships, which come within the provisions of that bill, to present to such a commission questions as to whether the business methods or practices employed or contemplated by such business or corporations, are or are not lawful," was promptly negated by the President. He objected very decidedly to the suggestion that the commission should decide what is a lawful or unlawful practice in business. That is, was opposed to giving an "immunity bath" in advance simply on application. That no law existed carrying such a questionable procedure, and he was not inclined to recommend any legislation of that character. On this point he was emphatic. Possibly it was not a wise suggestion on our part, knowing the rulings of the courts on this question, but then one can never tell what may happen until a recommendation is made. There was some desultory talk after the formal proceedings were closed, we asking some questions and the President replying and also making some inquiries. As I remarked before, my impression is we drew a blank, although the occasion was one not without results, broadly speaking.

Grist of Official Opinions on Vital Food Law Questions.

Extracts From Letters Sent by Department of Agriculture to Manufacturers and Packers Requesting Rulings on Various Phrases of Food and Labeling Laws.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

July 31, 1914.

The Department of Agriculture is constantly receiving requests for rulings and opinions as to certain labels and packages of food and drug products submitted to it. I have obtained copies of several of the opinions recently sent out, and present them here for general information. The Department's letters explain themselves:—

45. Misleading trade terms indicating sizes of containers must not be printed on labels.

The letter quoted below is in reply to a request for the criticism of a carton which contained 4 dozen cans of deviled ham and bore the following statements: In large type, "4 doz. 1/4 cans"; in smaller type, "Contents of each can, 3 oz."

Dear Sir:—While the requirements for branding as given in the regulations for the enforcement of the amendment of March 3, 1913, to the Food and Drugs Act (Food Inspection Decision No. 154) apply

particularly to the small cans or units in the package, and the branding of the quantity of the contents upon packing cases containing a number of units branded in conformance with the law and the regulations is not obligatory (see Service and Regulatory Announcements No. 5, Letter 34), nevertheless if the packing cases are branded the statements must be in accordance with the requirements of the act.

The statement reading "4 doz. 1/4 cans" upon a package of cans containing 3 ounces is considered false and misleading and not in conformance with the requirements of the act, notwithstanding the further statement, made in smaller type, "Contents of each can 3 ozs."

Respectfully,

C. L. ALSBERG,
Chief.

46. Net weight of comb honey.

Dear Sir:—The net weight of comb honey is to be considered to be the weight of the honey and comb, exclusive of the wooden section. It is believed that the tare weight of these sections is easily ascertained and that the filled sections can be readily sorted into approximately similar weights which may be marked in accordance with paragraph h of Food Inspection Decision No. 154.

The individual units must be marked, and the shipping case may be if desired. The marking should be done previously to their introduction into interstate commerce.

While the regulations do not prescribe the manner of marking, as to whether a rubber stamp may be used, the law requires that the statement shall be plain and conspicuous. Stamping by means of aniline ink is frequently illegible, owing to failure

to print or to the running of the ink. If such a stamp is used, care should be taken to make the statement plain and conspicuous, as required by the act.

Respectfully,
A. S. MITCHELL,
Secretary Committee on Regulations, Net Weight and Volume Law.

47. Oils of the nature of cottonseed oil should be marked in terms of volume.

Dear Sir:—Referring to your letter regarding the statement of the quantity of the contents upon cottonseed oil, you are informed that in the opinion of this department oils of the nature of cottonseed oil are not viscous substances under ordinary conditions within the meaning of the regulations. Cottonseed oil should, therefore, be considered as a liquid and marked in terms of volume, gallons, half gallons, quarts, pints and fractions thereof, or, if the quantity is less than one pint, in terms of fluid ounces.

Respectfully,
C. L. ALSBERG,
Chief.

48. The quantity of the contents must be marked in terms of the largest unit contained in the package.

Dear Sir:—Replying to your letter submitting copies of labels reading "— Brand, Weight of Contents 16 oz.," you are informed that the marking is not in conformance with the requirements of the regulations as laid down in Food Inspection Decision No. 154. Please note the requirement under paragraph d that the quantity of the contents shall be marked in terms of the largest unit contained in the package.

Respectfully,
A. S. MITCHELL,
Secretary Committee on Regulations, Net Weight and Volume Law.

49. Extension of time for the use of labels on which the quantity of contents is not marked in terms of the largest unit contained in the package.

Dear Sir:—Replying to your letter regarding the use of the expression "Contents 26 Fluid Ounces," for the marking of the quantity of the contents upon liquids, you are informed that the form of statement submitted does not comply with the requirements that the statement be made in terms of the largest unit contained in the package, which is in this case 1 pint.

The following decision has been reached by the department concerning labels where there was evident intent to comply with the requirements of the law:—

In order to prevent unnecessary destruction of labels and cartons which were printed before the issuance of Food Inspection Decision 154, the department has decided that, prior to June 1, 1915, it will not recommend proceedings solely upon the charge that the statement of the quantity of the contents on a package, if otherwise satisfactory, is not in the terms of the largest unit in the package, provided that upon investigation it is found that the labels or cartons bearing such statements were printed prior to May 11, 1914, and plainly indicate an honest attempt to comply with the provisions of the law.

Respectfully,
C. L. ALSBERG,
Chief.

50. Use of labels bearing alternative statements of contents not permissible.

Dear Sir:—Replying to your communication asking if it will be permissible to use one label at the same time for large and small bottles of liquids, the labels bearing a statement reading:—

"Contents: Large bottles, 28 oz.
Small bottles 14 oz."

you are informed that a statement of this character is not in compliance with the regulations and is not satisfactory. Each size of the should be labeled with a plain statement of the quantity of the contents in terms of the largest unit. The statement upon the large bottles should read "1 3/4 pints" or "1 pt. 12 fl. oz." and upon the small size "14 fluid ounces."

A. S. MITCHELL,
Secretary Committee on Regulations, Net Weight and Volume Law.

51. Statements of contents blown in bottles must be plain and conspicuous; statements on bottle caps are not considered conspicuous.

Dear Sir:—The Food and Drugs Act as amended by the act of March 3, 1913, provides that the quantity of the contents in the case of food in package form must be plainly and conspicuously marked on the outside of the package. Sub-division c of regulation 29, as amended (Food Inspection Decision 154) provides that "the statement of the quantity of the contents shall

(Continued on page 25.)

Important Change in Butler Bros.

Mr. Edward B. Butler, one of the founders of Butler Bros., the big jobbers of general merchandise, and its president for 25 years, has retired as president, but retains the newly created office of chairman of the Board of Directors. He does this to obtain more leisure for artistic pursuits, of which he has long been a devotee. Mr. Butler's successor is H. A. Stillwell, who went with the concern at the beginning of his career as a stock boy and has worked up to the presidency.

The New York Letter

Convention Program About Completed. Sugar Futures May Become Regular Trading Features. Various Notes and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, July 30, 1914.

Indications are that trading in sugar futures will soon be regularly established on the floor of the New York Coffee Exchange and will become an important feature of the business of the Exchange. Copies of amendments to the By-Laws providing for trading in sugar futures have been sent to all of the members, who are to vote on these amendments August 21st. If the vote be favorable, as is expected, then trading in sugar will begin September 1st. Detailed regulations for the trading, with a form of contract, have already been prepared by the Board of Managers.

Sugar refiners are studying the new drawback rules issued by the Treasury Department. It is claimed by the Department that the rules are an improvement on the old regulations and will prove more fair to the refiners. It is likely, however, that the refiners will find some objectionable features, as they have always found occasion to offer more or less of criticism of the drawback methods of the Government.

In fact, it is said that the Federal Sugar Refining Co. will begin a suit in the courts to test the legality of the new regulations.

The principal issue, as in the past, is in relation to making the drawback depend on the selling price of the molasses or sugar that is exported. The refiners would prefer that the drawback be computed on the basis of the contents, the same as the customs duties are figured on sugar that is imported. But the Government takes the position

that the molasses and sugar are by-products, and that the proper way is to base the drawback on the foreign selling price of such by-products.

The city's new Market Commission is about to begin its work of investigating and improving market facilities in the city. An examination will be conducted by the Municipal and Civil Service Commission of candidates for the position of secretary of the Market Commission, who will receive a salary of \$4,000 a year. As soon as the secretary is selected, active work will begin, and it is expected that the results affecting the distribution of food products in the city will be of much importance to the trade and to the public.

Austin, Nichols & Co., have lost their case brought before the Board of United States General Appraisers on an assessment of duty at 40 per cent. on an importation of Spanish red peppers.

The Board, in its opinion, said that the question turned on the meaning of the term vegetables in the customs law and that in its opinion these peppers are vegetables. The Board said that the peppers are prepared by an elaborate process of manipulation, but are vegetables, used in connection with food products, and that the duty shall stand at 40 per cent.

Much sorrow is expressed on the West Side over the death of James E. Nichols, who was for many years head of the wholesale grocery house of Austin, Nichols & Co. In recent years he had been the vice-president of the Irving National Bank, located near the wholesale grocery district. He had con-

tinued a director in the grocery company of which he had long been the head.

Mr. Nichols died unexpectedly of heart disease in Marienbad, Austria.

He was born in Mercedith, N. H., April 23, 1845. He and others, in 1878, organized the firm of Austin, Nichols & Co., which became one of "the big four" in local jobbing houses and he continued the senior partner until 1901 when he retired, and the business was continued as a corporation.

The programme of the convention to be held in the Broadway Central Hotel in this city next week, from August 3d to 6th, has been completed.

The convention will be called to order Monday at 10.30 A. M. by President John Steeneck, of the New York City Association. There will be addresses of welcome and responses, after which the regular order of business will be taken up, beginning with the annual report of the president, Wm. Jeffery, Hornell.

Sessions will be held morning, afternoon and evening of the first day. Among the speakers will be Counselor W. H. Stienkamp, of the New York City Association, who will address the convention on "Business Laws and the Retail Grocer."

Frank W. Mendum, as a trustee of the National Association, will speak of the work that it is doing.

Fred. Mason, of the Shredded Wheat Co., will be the principal speaker of the evening, and he will discuss market problems of interest at this time, in a usual comprehensive way.

During the day reports will be heard from a number of the officers and committees. Opportunities will be given for general discussions by the members and this will be a feature of the proceedings each day.

Tuesday there will be an address by President John Steeneck, of the New York City Association, on an important subject: "The Maintenance of the Retail Selling Price, the Only Salvation of the Manufacturer and Distributor."

L. W. Winckelmann, Brooklyn, will report as the delegate to the last National convention.

The afternoon will be given up to a trip to Coney Island, on which all will be the guests of the New York City Association.

Wednesday morning there will be more committee reports. The speakers will include S. L. Stix, the first vice president of the New York State Wholesale Grocers' Association; C. Tuttle, Hornell, former president of the New York State Retail Grocers' Association, and R. H. Koehler, the counsel of the Brooklyn Association, who will speak on "The Workmen's Compensation Law."

Wednesday afternoon the city merchants will entertain their guests in a sight-seeing tour of the city. In the evening there will be a smoker in the hotel and drawing for a Royal electric coffee mill.

Thursday the final business session will be held and in the evening the convention will come to a close with the banquet to delegates and friends in the hotel.

Jobbers are still thinking most earnestly of the answer they will send to the letter received by them last week from the Kellogg Toasted Corn Flakes Co. The letter reads as follows:—

Gentlemen, shall we sell through the "chain stores"?

We want you, as one of our distributors, to help us decide the question at the head of this letter; the most important question relating to our selling policies that we have ever tried to solve.

Any jobber is blind who shuts his eyes to the increasing menace of the "chains"—a menace to your business far more than ours.

The letter, which is signed by W. K. Kellogg, goes on to ask the jobbers whether or not they believe it possible to compete with the "chain" stores? It asks each jobber individually just how many cases they think it possible to sell during the summer season.

While this letter had been sent throughout the country, it arouses unusual interest among the New York sellers. They want to be fair to the manufacturers. Your correspondent, after talking with many of them, has found that the average jobber would advise the manufacturer to sell direct to large retail dealers, providing, of course, they buy in sufficiently large quantities.

SUMMARIZED MARKET CONDITIONS.

In the spot coffee market the buying continues of a hand-to-mouth kind. The distributors are evidently waiting for the option market to settle down. Prices are inclined to be heavy. Rios 7s are quoted at $7\frac{3}{4}$ to $7\frac{7}{8}$ cents and Santos s at $11\frac{1}{4}$ to $11\frac{3}{4}$ cents.

Teas are not active. The trade is waiting for developments in the foreign situation and meantime is buying only for requirements. It is expected that the war panic will check importations temporarily. Prices are maintained and brokers say that there is not likely to be any weakness in view of the restricted supplies in the warehouses.

An improved demand for granulated sugar is reported. Withdrawals are in fair volume. In general, the trade is quiet. There is some expectation that the distributors will soon show more interest in refined sugar, as the war in Europe may have an effect on the beet crops, which may tend to reduce prices. The Federal has been booking considerable business at 4.25 cents for standard granulated and the other refiners continue to quote 4.40 cents.

There is little activity in rice, but the tone of the market is firm, reflecting conditions in the South. The policy of the distributors is to buy only in small lots as required until the movement of the river and Southwest crops. Bids are withheld on foreign rice because of the unsettled conditions of exchange, due to the war situation.

In spices the trade is inclined to hold off at present to await developments abroad. The inquiry is limited to small spot supplies for the needs from day to day. Holders have not withdrawn from the market, but shipment business is out of the question at present.

Molasses is dull. Prices are un-

(Continued on page 21.)

Your
Window
Display of

**WRIGLEY'S
SPEARMINT**

Brings people into
your store who other-
wise would pass by



People buy it whenever they see it. You'll have a chance to sell them many other things.

Get constant new trade by taking advantage of the popularity of the most widely advertised gum.

Successful dealers take advantage of other people's money to push their business. They know that by displaying

**WRIGLEY'S
SPEARMINT**

and not working at all on it, they can sell one hundred packages more easily than a dozen unadvertised brands.

Don't push something hard to sell. Take it easy—display

**WRIGLEY'S
SPEARMINT**

and take easy profits with it.



TELL YOUR CUSTOMERS:

"**WRIGLEY'S SPEARMINT** is a pleasant, cheap way to preserve teeth and purify breath. The new tightly sealed package keeps every piece fresh and tasty."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



WITH THE EDITOR

Some time or other the Federal food officials, good as their motives are, will get slapped in the face so hard that forever after they will be able to remember that court decisions are superior to technical theories.

**Wanted—A Swift
Slap in the
Face.**

Several weeks ago the United States Circuit Court of Appeals, the highest Court of Federal jurisdiction next to the United States Supreme Court, decided, after a hearing, that it was illegal for the Department of Agriculture to rule that sausage could not be sold if it contained more than 2 per cent. of cereal or more than 3 per cent. of water. The court said in substance that sausage with more than these percentages of cereal and water was a perfectly wholesome product and a legal one, provided no deceit was employed in its sale; in other words, that the seller did not represent that it contained less cereal or water than it did, or contained none at all.

A sound, fair, logical decision.

The Department of Agriculture now says it will not recognize this decision as being the law, except in the St. Louis district, where the court sat when it handed it down. In all other sections it will still forbid the sale of sausage containing more than 2 per cent. of cereal or more than 3 per cent. of water. We are waiting interestedly to see how far the Department will get with this. Its attitude would be perfectly justifiable had the decision been made by a State court, because the effect of a State court decision

stops at the State borders. But the United States Court is a horse of another color. Its jurisdiction extends in a sense over the entire United States, and one Federal court practically follows the decisions of others, particularly the decisions of the United States Circuit Court of Appeals. Unless there is something in this case which does not appear on the surface, any packer or dealer attacked by the Government from now on need only appeal to the United States

Court and cite the St. Louis decision that "the Secretary of Agriculture has no power to prohibit the manufacture of sausage and cereal where the cereal is in excess of 2 per cent."

Is the plan to have the metric system of weights and measures adopted in this country in all our commercial transactions, making much headway? It may be, but if

Is the Metric Movement Growing?

C. M. Wessels Has No Connection With the "Modern Merchant and Grocery World"

Various papers are doing C. M. Wessels, president of the C. M. Wessels Co., advertising agents, a very serious injustice when they say, as a number of them have done recently, that he is a part owner of this paper. The purpose of the statement is to convict him of unfairness toward other members of the Grocery and Allied Trade Press, in the distribution of advertising, and to connect him with certain criticisms of the National Association of Retail Grocers' Associations published in this paper. Before he formed the Grocery and Allied Trade Press, Mr. Wessels was president of the Grocery World Publication Company and owned stock in this paper. Since he was representing all the members of the trade paper organization, however, he desired to be above every imputation of unfairness and partiality, and he resigned all connection with this paper and disposed of his stock holdings in it. Since that time he has been connected with it absolutely in no different way than he is connected with the other members of the Grocery and Allied Trade Press. This severance of relations meant a distinct business loss to the "Modern Merchant and Grocery World," but we respected Mr. Wessels' desire to be fair and therefore concurred in what he did.

At no time has Mr. Wessels showed the slightest partiality to the "Modern Merchant and Grocery World" in the matter of advertising. So far as we know we have gotten merely what we deserved upon the merits of the proposition. Why should he show partiality to this paper when he is paid by it precisely the same commission that other papers pay?

THE PUBLISHERS.

so it is hardly apparent. Mr. Drake, the Easton, Pa., wholesaler, is one of the leaders in the movement and he is at it early and late. Every National and local convention listens to an able paper by him on the subject, but nothing comes of it. Mr. Drake's papers are always interesting and highly convincing, but nobody seems to be very warm about the matter, and so nothing happens.

Is the plan a good one? We believe it is. Uniformity of conditions among countries and States trading together—uniformity of food and other laws, and of standards of weight and measure—would save an enormous amount of trouble. The metric system is in use in most of the countries that send us goods. Translating their metric terms into our own is a time-consuming nuisance and opens the way to inaccuracy.

But making the standards uniform is no small job. It means revolution and education, both of which are more than usually difficult in this case because nobody is very warm about the thing. There seems to be no public demand for the change. Such a thing must be done completely and generally if at all. It can not be done gradually. No American packer in complying with a net weight law could, for instance, express his contents in metric weight to-day, for he would be violating the law. His act would be looked on as a fraud and a subterfuge. There can hardly be piecemeal in the change. We must first get proper laws and then all move together.

Thank God, Retailers, You Are Not Tied Up With Labor Unions

Retail grocers and general storekeepers should thank God every day of their lives that their business is not tied up with labor unions or with any phase of the organization of labor. If labor unionism ever enters the domain of retail merchandising, retail grocers and general storekeepers will confront a trade evil beside which all the present ones will seem like trifles.

Before me lies the text of an agreement which the International

Brotherhood of Teamsters, Chauffeurs, Stablemen and Helpers is endeavoring to have Philadelphia jobbers accept. I suppose it has also been submitted to jobbers elsewhere. The organization has not yet threatened a strike if the agreement is not accepted, but in every such situation there is always that probability.

There are seven "rules" in the new agreement, some of which are unobjectionable. The first fixes \$11 as the minimum wage for a

single team driver and \$13 for a double team driver. Certainly there is nothing exorbitant about that. Rule 2 fixes 66 hours as a week's work, which is 11 hours a day for six days a week. I work longer than that myself, but I don't believe other men ought to. That is a very reasonable provision.

Here is Rule 3:—

That none but members of the I. B. of T. C. S. & H. with paid up cards shall be employed. Union men shall have preference at all times when employing new men. When no

union men are available, new men may be employed, but they must join the union after one week's work.

In other words, personal fitness for a job is not the criterion, but "does a man belong to the union?" If two candidates present themselves for a job, one a first-class non-union man and the other a second-class union man, the employer must choose the latter. Even where no union men are available, the union's permission to employ a non-union man is qualified

by the provision that he must join the union within one week. Join whether he wishes to or not, and if he fails, the employer, presumably, must discharge him—even though there are still no union men available!

Here is Rule 4:—

That no discrimination shall be shown against any member for acting on a committee, or performing the duties of steward of the stable, and that he, or they, shall be the last man to be laid off.

The union men "shall be the last men laid off," though they may deserve to be laid off the first! Here again the man's value as a workman—the only factor that is of the least importance—has nothing to do with it. If he is a union man, that alone entitles him to stay on while perhaps better men are discharged.

The 5th, 6th and 7th rules are unobjectionable. They name legal holidays, fix a rate of pay for work on those days and on Sundays. Rules 3 and 4, however, are absolute outrages. Labor unions will never cease to be objectionable as long as they put mere membership in an organization above personal ability.

E. J. B.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Stores, Dover, N. J.

"My" Customer.—Let the boss call her your customer if he wants to, but don't you do it. It isn't good taste. It isn't good business. I have yet to meet the storekeeper that likes it. That's a pointer. It suggests that you own her—not the concern. It may lead you to believe that were you to quit your job she'd follow you. Lots of boys have made that foolish mistake. Your personality may be agreeable, but you'll find the goods and service and prices are more so. I don't infer that you use the possessive pronoun in an egotistical sense. It is rather in a friendly sense. But in any case it sounds out of order.

The Whining Clerk.—A bad habit is whining. No man under 80 should whine. After that age there are cases when it's excusable.

A whiner isn't a business getter. He's too busy. A whiner has no faith, no hope, no health—according to his way of thinking.

The object of "Straight Talks" is to step on some fellow's toes occasionally. To grow you have to be told something that hurts. The more it hurts the more you grow. A big word is "invulnerable." It means that you never touched me. A man that isn't touchable is in a bad way. If you whine, cut it out. Turn right about face, boy, and believe in *truth*. Truth is all faith and all hope, all health. God made these and "they were good." You can't get ahead if you whine. But you can and you *will* get ahead when you say and *believe* that "My work is right back of this counter, and I'll do my duty to the latter and do it cheerfully and hopefully."

Out of Work?—Did you discharge yourself? Lots of men do. They may not know it, but they do it all the same. As soon as you begin to see the system is all wrong, the manager a bull-head and the boss a lightweight, you're

taking your discharge in your own hands. Keep up the grouch and the thing will come.

These articles are entitled "Straight Talks." Therefore, you're not always patted on the back, nor you aren't always told how bad you are. The man that isn't encouraged occasionally by a whisper from the heart has a dull time of it. The man that jogs along without ever getting raked over is to be pitied.

Now, then, if you're out of work—get in. Get in at any price, and never be guilty of discharging yourself again. When you apply, apply with a clean break, a clean collar and a clean shave. Let the manager fix the price and tell him you'll do the rest. Don't disappoint him. Your buckings are over. Keep your tongue in your teeth.

Over Weight.—The man who habitually gives the public more for their money than the public pay for is a thief. It's a nasty word to use, but let facts be facts. There is no moral difference in giving away a dollar's worth of goods in a day than there is in your putting your hand in the till and handing a friend of yours a dollar for friendship's sake. Many a time I have wondered how on earth some grocers pay their bills and have anything left. Be a man about weighing and you'll hold respect. Be a monkey about it and you'll be held in secret contempt.

Another thing—if you're a fresh meat clerk and use computing scales, never

40—You should push nationally advertised goods to the front because the whole of mercantile experience is against you if you don't.

¶ Go into any large, successful store in the United States, no matter where it is, and you will see nationally advertised products the minute you enter the place. Hidden under the counter? Pushed into the background? No, indeed—out where everybody can see them—"pushed to the front."

¶ We live and learn. What *everybody* who is successful does, it must be profitable to do. All the leaders in successful merchandising have found that it pays them well to feature nationally advertised products, for thus they get the benefit of a heap of work and spending that cost them nothing. Is there any possible answer to that?

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

say "2½ pounds light," or "4¼ pounds heavy." Give the price. If the customer asks you the weight, say "a trifle less than 2½ pounds," or "a little over 4¼ pounds."

The Boss' Ideas.—It would seem sometimes that the boss' range of vision has an extension. He sees beyond your horizon because he has been away out there. The reason the boss' ideas are

considered sometimes unworkable is because circumstances haven't permitted us to delve as deeply into human affairs as he. If he gives you an idea to work on—work on it for all it's worth. Not only that, but be glad of the chance to test your ability on a good thing. Never question the boss' ideas for two reasons. First, because you'll be put down either as too conceited to learn, or as an old foggy; and, second, because it's very bad business taste.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Various Queries Answered.

Purcellville, Va., July 22, 1914.
To the Editor.

Dear Sir:—Can you tell me the best cheap computing scale or where a good second-hand?

Counter show cases?

The manufacturer of the Royal Worcester corset and address?

Yours truly,

JNO. B. NICHOLS.

In the same mail with this correspondent's letter came the following, which he may desire to investigate:—

Kindly advertise the following grocery fixtures for sale, which have been in use but a short while:—

Two 10-foot section of Walker Patent Bins, 3 feet high, with Spice Cabinet.

One Counter, with bin in front, 11 feet long.

One 8-pound Dayton Computing Scale.

One 12-pound Dayton Computing Scale.

One Cheese Cutter and Case.

One Star Coffee Mill.

One Bowser Oil Tank and Pump, measuring quart, gallon, pint, half gallon.

One small Refrigerator.

Yours respectfully,

JOHN J. MCCORMICK,
Bridgeport, Pa.

H. F. Heacock, dealer in grocery fixtures, 51 N. Second street, Philadelphia, supply the following prices on new-looking second-hand computing scales:—

One Dayton, 10-pound, \$35.

One Toledo, 6-pound, \$25.

One Toledo, 20-pound, \$50.

They are agents for the Peerless Fixture Co., of Marshall, Mich., who make desirable counter show cases.

The address of the Royal Worcester Corset Co. is at Worcester, Mass.

Mechanical Massage for Eye Trouble.

Adamstown, Pa., July 27, 1914.
To the Editor.

Dear Sir:—How or where can I get advice of one who knows and is neutral and honest, whether massage with patent vibrators worked by electricity is a good remedy for eye trouble? We are

living in an advanced age, yet at the same time one must be cautious, but it sometimes appears logical, as exercise is very beneficial to other organs of the body, and why not the eye? Glasses do not cure, and I think they should have found some other means more modern. I do not want to do anything not beneficial and also know we have oculists, but they do not care to give much information on such a question. They want to sell glasses.

Thanking you for advice you may be able to give, or refer me to some other course, I remain,

Yours truly,

H. F. SNADER.

P. S.—Is the Wills' Eye Hospital a good place for such purpose? Some condemn it.

The very best place to get expert and unbiased information on this subject is from an oculist. We do not mean an optician, who merely examines eyes and sells glasses, but a medical specialist upon all sorts of eye troubles, who has nothing to sell except his services. Any good oculist can tell you whether mechanical massage is good for eye troubles. The writer knows something of electrical vibratory massage, and believes it would probably be too severe for application to the eye, unless applied very mildly, indeed.

The Wills' Eye Hospital of Philadelphia is a thoroughly high-grade institution.

As to a Collection Agency.

Wilkes-Barre, Pa., July 28, 1914.

To the Editor.

Dear Sir:—Can you give us any information regarding "The Commercial Underwriters' Collecting Agency," of Scranton, Pa.?

There is a party trying to get us interested in the agency and we would like to know, if possible, something regarding same.

Any information you can give us will be greatly appreciated.

Thanking you very kindly for your trouble in looking into the matter, we remain,

Yours truly,

B. B. CROMPTON.

The "Modern Merchant and Grocery World" has never been able to get

much information about this concern, although it has tried several times. We have no reason to believe that it differs materially from other collection agencies.

Ask it to give you the names of 50 customers, and then write to five at random and ask information. Also ask for a copy of the contract you will be expected to sign. Also for some bank reference.

How Shall He Run a Cash Business

Jax, N. C., July 21, 1914.

To the Editor.

Dear Sir:—Pity me. I am in a town that never had a cash grocery, and I guess it never will if some of the old ones don't move out or move up. With an up-to-date store and stock and prices averaging 10 to 12½ per cent. below the credit stores, I find a class of people who are grossly insulted to think a Northern man should have the nerve to insist on their paying cash for groceries! "Why the idea? My grandfather and my parents were of the first families and never paid cash, and it was an honor for the grocer to have their names on his books!"

I need advice, and plenty of it, to butt up against this so-called aristocracy, who are too proud to carry home a pound of coffee or a shoe string (the send-it-up habit predominates). Now, brothers, tell me how to rub in the cash system in here without offense.

Yours truly,

You can start with the fundamental principle that nobody—that is, practically nobody—who can get credit will pay cash unless he makes something by it.

Sometimes he won't do it even though the average person will if it can be impressed on him often enough that he is profiting by it. Therefore the way to run a cash store—if it can be run at all in the given town—is, first, to make buying for cash pay your customer better than buying for credit and then to tell them how it pays better. Tell them and tell them and tell them—tell them early and late and in every conceivable way. If it is at all possible to run a cash business in the given town and it undoubtedly is possible to do so in most towns, the above plan will do it in time. It may take a long time but after the fight is won you will be glad you fought it, for truly the man is to be envied whose business is a done for cash.

How can you make it pay a customer to pay cash? First, by selling cheaper. Your expenses are less if you do a cash business, therefore you should be able to sell for less. Sometimes a good premium plan is a help. The average person is a good deal more attracted by merchandise in the form of a premium than by the value of that merchandise paid him in cash.

What Ails Kelloggs?

West Chester, Pa., July 28, 1914.

To the Editor.

Dear Sir:—What's wrong with Kellogg and the wholesalers in Philadelphia? Square dealer lost his senses or is he asleep? Things gone wrong or what's the matter with Kellogg? He'll make

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

a big mistake to put Corn Flakes into the hands of the chain stores. What do you think? He's getting rich fast enough. How much did he give last year to missions, do you suppose?

Say, Mr. Editor, if you have a minute or two write him and say to him there is a little fellow out there in Chester County, Pa., who would like to know what's wrong with Kellogg.

Yours for more business,

J. WARREN FRAME.

Advice as to an Insurance Company.

Scottsville, N. Y., July 27, 1914.

To the Editor.

Dear Sir:—We have been considering the matter of taking out insurance in the Grocers' Cash Deposit Mutual Fire Insurance Company of Huntingdon, Pa.

How would you advise us as to the standing and ability of the company to pay losses. Of course, we understand what a mutual company is, but how has it been conducted?

Very truly yours,

DUNN BROS.

The "Modern Merchant and Grocery World" has known of this company for years and believes it to be thoroughly reliable and all right.

Making and Packing Peanut Butter and Pepper Sauce.

Philadelphia, July 25, 1914.

To the Editor.

Dear Sir:—Will you kindly advance the following information and thereby favor an old subscriber?

(1). Where can we purchase one-gallon stone crocks for packing pepper sauce?

(2). Can you give us a good receipt for making peanut butter; also where glasses for packing same can be purchased in quantity?

Thanking you in advance for information to the above, we remain,

Yours truly,

JNO. EVANS SONS.

You can purchase one-gallon stone crocks for packing pepper sauce of the Star Stoneware Co., 203 Cuthbert street, Philadelphia.

Glasses for packing peanut butter may be purchased of Park & Grace, 139 N. Front street. Peanut butter machinery of the Enterprise Mfg. Co., Third and Dauphin streets, both of Philadelphia.

Peanut butter is made of ground peanuts, butter and salt. Use one-half as much butter as you use of the powder and season with salt—a small pinch to a pound of butter, etc.

Wants Dry Goods Samples.

East Greenville, Pa., July 27, 1914.

To the Editor.

Dear Sir:—Can you tell me some firm or firms that put out a line of samples of ladies' dress goods? That is so you can sell same by yards and order as you sell. Yours truly,

C. M. HERTZOG.

Strawbridge & Clothier (wholesale department), Eighth and Market streets, Philadelphia; L. Dannebaum's Son & Co., 808 Arch street, Philadelphia, the latter in silks only.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

August.

Ladies' World.

Cream of Wheat, one page.
Ivory Soap, one page.
Bon Ami, quarter page.
Old Dutch Cleanser, quarter page.
Puffed Wheat and Rice, half page.
Postum, quarter page.
Grape Nuts, quarter page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Three-in-One Oil, one inch.
Borden's Eagle Brand Condensed Milk, eighth page.
Burnham & Morrill Fish Flakes, four inches.
Mapleine, four inches.
Carnation Milk, quarter page.
Minute Gelatine, eight inches.
Educator Crackers, two inches.
Pompeian Olive Oil, four inches.
Kellogg's Toasted Corn Flakes, one page.

Delineator.

Coca Cola, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha soap, quarter page.
Crisco, quarter page.
Postum, quarter page.
Lipton's Tea, quarter page.
Carnation Milk, eighth page.
Wear-Ever Aluminum, eighth page.
Grape Nuts, quarter page.
Bon Ami, quarter page.
Puffed Wheat and Rice, half page.
Corn Puffs, half page.
Van Camp's Pork and Beans, half page.
Borden Condensed Milk, eighth page.
Wool Soap, five inches.
Post Toasties, one page.
Mo Jo White Chewing Gum, three inches.
Three-in-One Oil, one inch.
Old Dutch Cleanser, one page.

McClure's.

Listerated Pepsin Gum.
Ivory Soap, one page.
Campbell's Soups, one page.
Postum, one page.
Knox Gelatine, half page.
Lucky Strike Tobacco, one page.
Piper Heidsieck Tobacco, one page.
Cream of Wheat, one page.

Designer.

Coca Cola, one page.
Lipton's Tea, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Postum, quarter page.
Bon Ami, quarter page.
Grape Nuts, quarter page.
Crisco, quarter page.
Post Toasties, one page.
Carnation Milk, eighth page.
Van Camp's Pork and Beans, half page.

Wool Soap, five inches.
Huyler's Products, eighth page.
Puffed Wheat and Rice, half page.
Burnham & Morrill Fish Flakes, four inches.
Corn Puffs, half page.
Mo Jo White Chewing Gum, three inches.
Old Dutch Cleanser, one page.

The Woman's Magazine.

Coca Cola, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Lipton's Tea, quarter page.
Crisco, quarter page.
Post Toasties, one page.
Carnation Milk, eighth page.
Grape Nuts, quarter page.
Huyler's Chocolates, etc., eighth page.
Postum, quarter page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Puffed Wheat and Rice, half page.
Wear-Ever Aluminum, eighth page.
Burnham & Morrill Fish Flakes, four inches.
Mo Jo White Chewing Gum, three inches.
Bon Ami, quarter page.
Old Dutch Cleanser, one page.

Pictorial Review.

Cream of Wheat, one page.
Bon Ami, quarter page.
Crisco, one page.
Van Camp's Pork and Beans, half page.
Sani Flush, eighth page.
Kellogg's Toasted Corn Flakes, one page.
Puffed Wheat and Rice, half page.
Coca Cola, half page.
Borden Eagle Brand Condensed Milk, eighth page.
Burnham & Morrill Fish Flakes, four inches.
Corn Puffs, half page.
Postum, quarter page.
Shredded Wheat, quarter page.
Grape Nuts, quarter page.
Campbell's Tomato Soup, etc., one page.

The Century Magazine.

Shredded Wheat, one page.
Baker's Cocoa, one page.
Ivory Soap, one page.

Ladies' Home Journal.

Cream of Wheat, one page.
Underwood Deviled Ham, quarter page.
Corn Puffs, half page.
Ivory Soap, one page.
Borden's Eagle Brand Condensed Milk, quarter page.
Puffed Wheat and Rice, half page.
Beech-Nut Peanut Butter, half page.

Hormel's Dairy Hams and Bacon, three inches.
Carnation Milk, eighth page.
Tate's Fruit Strainer and Jelly Bag, one and a half inches.
Kellogg's Toasted Corn Flakes, half page.
Campbell's Tomato Soup, half page.
Van Camp's Pork and Beans, half page.
Wright's Silver Cream, two inches.
Horlick's Malted Milk, two inches.
Sani Flush, eighth page.
Wear Ever Aluminum, eighth page.
Scot Tissue Towels, four inches.
Mapleine, four inches.
Yacht Club Salad Dressing, eighth page.
Swan's Down Cake Flour, two and a half inches.
Burnett's Vanilla Extract, eighth page.
Pompeian Olive Oil, four inches.

Good Housekeeping.

Welch's Grape Juice, one page.
Sapolio, one page.
Rumford Baking Powder, one page.
Armour's Simon Pure Leaf Lard, one page.
Old Dutch Cleanser, one page.
Wesson Cooking Oil, one page.
Lipton's Tea, one page.
Crisco, one page.
Campbell's Soups, one page.
Hotel Astor Rice, one page.
Nabisco and Adora Wafers, one page.
Beech-Nut Peanut Butter.
Pompeian Olive Oil, one page.
Burnett's Vanilla.
Borden's Condensed Milk, half page.
McMonagle & Rodger's Real Vanilla, quarter page.
Ballard's Edible Bran, quarter page.
Saniflo Dish Mop, quarter page.
Three-in-One Oil, quarter page.
Colburn's Mustard, quarter page.
Burnham & Morrill Fish Flakes, quarter page.
Porcella (bath tub cleanser), quarter page.
Sani Flush, one page.
Nesco Royal Granite Enamelled Ware, one page.
Wear Ever Aluminum, one page.
Nesnah, one page.
Van Camp's Pork and Beans.
Cox Gelatine, one page.
Armour's Grape Juice, one page.
Ivory Soap, one page.
Libby's Ready-to-Serve Foods, one page.
Kellogg's Toasted Corn Flakes, one page.

Everybody's Magazine.

Shredded Wheat, one page.
Postum, one page.
Nabisco and Adora Wafers, one page.
Campbell's Tomato Soup, one page.
Ivory Soap, one page.

Woman's Home Companion.

Crisco, one page.
Postum, quarter page.
Old Dutch Cleanser, quarter page.
Grape Nuts, quarter page.
Corn Puffs, half page.
Campbell's Tomato Soup, etc., half page.
Coca Cola, quarter page.
Van Camp's Pork and Beans, half page.
Minute Gelatine, seven inches.
Sani Flush, eighth page.
Puffed Wheat and Rice, half page.
Burnett's Vanilla, eighth page.
Arrow Fruit Jar Rings, two inches.
Three-in-One Oil, one inch.
Colburn's Mustard, two inches.
Wright's Silver Cream, two inches.

Post Toasties, one page.
Borden's Eagle Brand Condensed Milk, eighth page.
Kellogg's Toasted Corn Flakes, one page.

The Youth's Companion

Crisco, quarter page.
Van Camp's Pork and Beans, quarter page.
Three-in-One Oil, one inch.

Saturday Evening Post.

Welch Grape Juice, one page.
Crisco, one page.
Kellogg's Toasted Corn Flakes, half page.
Lifebuoy Health Soap, half page.
Wrigley's Spearmint, two pages.
Horlick's Malted Milk, two inches.
Underwood Deviled Ham, quarter page.
Clicquot Club Ginger Ale, quarter page.
Sugar Moon's Candy, eight inches.
Carnation Milk, quarter page.
Stag Tobacco, one page.
Van Camp's Pork and Beans, one page.
Campbell's Tomato Catsup, etc., half page.
Puffed Wheat and Rice, half page.
Whittemore's Shoe Polishes, five inches.
Purity Oats, one page.
Gold Medal Flour, one page.
Ivory Soap.
Blue Label Food Products, eighth page.
Velvet Tobacco, quarter page.
Campbell's Soups, half page.
Quaker Oats, half page.
Bull Durham Tobacco, one page.

Pearson's.

Lucky Strike Tobacco, one page.

The American Magazine.

Lucky Strike Tobacco, half page.
Bon Ami, third page.
Ivory Soap, one page.

The Outlook.

Bon Ami, one page.
Swift's Premium Bacon, one page.
Kellogg's Toasted Corn Flakes, one page.
Ivory Soap.
Puffed Wheat and Rice, one page.
Three-in-One Oil, quarter page.
Shredded Wheat, one page.
Post Toasties, one page.
Coca Cola, one page.

Smart Set

Ridgway's Teas, one page.
Postum, one page.
Nabisco and Adora Wafers, one page.
Kaffee Hag, one page.

Collier's Weekly.

Campbell's Tomato Soup, half page.
Clicquot Club Ginger Ale, two quarter pages.
Coca Cola, quarter page.
Nabisco and Adora Wafers, quarter page.
Huyler's Chocolate, etc., eighth page.
Cream of Wheat, two pages.
Velvet Tobacco, two quarter pages.
Van Camp's Pork and Beans, half page.
Mapleine, four inches twice.
Shredded Wheat, one page.
Armour's Grape Juice, one page.
Puffed Wheat and Rice, half page.
Moxie, four inches.

McCall's Magazine.

Cream of Wheat, one page.
Puffed Wheat and Rice, two-thirds page.
Ivory Soap, one page.
Campbell's Soups, third page.
Postum, third page.
Grape Nuts, third page.
Bon Ami, third page.
Borden's Eagle Brand Condensed Milk, seven inches.
Corn Puffs, two-thirds page.

Van Camp's Pork and Beans, two-thirds page.
 Crisco, half page.
 Arbuckle's Coffee, half page.
 Three-in-One Oil, one and a half inches.
 Burnham & Morrill Fish Flakes, four inches.
 Mapleine, four inches.
 Kellogg's Toasted Corn Flakes, one page.

Leslie's Weekly.

Nabisco and Adora Wafers, quarter page.
 Puffed Wheat and Rice, half page.
 Coca Cola, one page.
 Karo Corn Syrup, half page.
 Postum, quarter page.
 Beeman's Pepsin Gum, eight inches twice.
 Post Toasties, one page.
 Gold Medal Flour, one page.
 Tuxedo Tobacco, one page.

Scribner's Magazine.

Maillard's Bonbons and Chocolates, one page.
 Nabisco and Adora Wafers, one page.
 Ivory Soap, one page.
 Libby's Ready-to-Serve Foods, one page.

Harper's Monthly.

Shredded Wheat, one page.
 Royal Baking Powder, quarter page.
 Baker's Cocoa, quarter page.
 Grape Nuts, quarter page.
 Swift's Premium Hams, one page.
 Ivory Soap, one page.
 Blue Label Ketchup, half page.
 Postum, one page.



Women Know

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM

Frank A. Smith & Co.
 105 S. Front St.,
 Philadelphia, Pa.

Crescent Mfg. Co.
 Seattle, Wash.

THEY ARE GOOD
 OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
 U. S. Pat. Off.

are always in demand, - sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

THE MILK THAT SELLS



ADVERTISING AND QUALITY MAKE Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk, making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you; because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on Borden's Milks but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S MILKS because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Awards in Contest as to Quality of Nationally Advertised Products as Compared With the Quality of Products Not Nationally Advertised.

The prizes for the best papers in the above contest are awarded as follows:—

First Prize—\$7.50—EDWARD C. CROMPTON, Wilkes-Barre, Pa.

Second Prize—\$5.00—J. D. PATTERSON, Durham, N. C.

Third Prize—\$2.50—SOLOMON MANN, Plainfield, N. J.

**By Edw. C. Crompton,
Wilkes-Barre, Pa.**

As one who has had to do with the purchasing and selling, as well as the consumption of both Nationally advertised goods and those which have not been so extensively advertised, I wish to state that I am thoroughly convinced that Nationally advertised goods are far superior in quality to those which are sold without general advertising. There seems to me to be no very strong argument necessary to prove this statement.

Goods to be Nationally advertised must be as represented, else the advertisement is neither profitable nor lasting. No one will advertise poor goods, for they realize there is no sale for them, and if poor goods are advertised as good, the purchaser of them will not be satisfied and no future sales will result.

There are of course some goods of very fine quality which are not advertised at all, or only perhaps through local papers. Such goods of course sell on their merits, but the sales are generally small, as the territory is not large, nor the demand very great. The sales of such goods would be greatly increased if more extensive advertising were done. But while there are some goods of fine quality, the advertisement of which has never found its way before the eyes of the reading public, it must be remembered that there is a tendency and indeed a practice among many producers who do not advertise their goods extensively, to put upon the market an article which is inferior and not up to the standard. They have made no statements in papers and magazines, hence they have none to abide by. Why then do these goods sell? Simply because they are cheaper, and cheaper in price because they are cheaper in quality.

Many attribute the usually higher price of advertised goods to the

expense of advertising. This is not true, for this additional expense is offset by the increase in sales. The reason for the higher price of Nationally advertised goods is the superior quality. As said before, goods to be successfully advertised must not be inferior; and not only from the standpoint of the party having the goods to sell, because of the injury done to future sales, but the publishers of magazines and widely circulated papers are becoming to realize more and more the importance of quality back of their advertisements. No publisher who has built up for himself by years of hard study and careful management a good reputation for his paper, cares to have it shattered by allowing to appear through its circulations an advertisement which would tend to injure in any way the subscribers of his magazine. So that back of the reputation of the advertiser is the reputation of the paper in which the advertisement appears. This gives the consumer of advertised goods a double protection and assurance that the goods are all right.

It may be said also that Nationally advertised goods are not only superior in quality, but they can always be depended upon to remain so; and not only is the quality stable, but the label, which insures one when buying of the quality of the goods within the package, also remains the same. This can hardly be said of goods which are not Nationally advertised. They are put upon the market one year with one label, and if they do not prove to be satisfactory, the label instead of the quality of the goods is changed the next year. The labels of Nationally advertised goods cannot very well be changed. People seeing advertisements in papers look for corresponding labels and trademarks when purchasing the articles. If these labels are continually being changed from year to year,

the desired demand will not be created for the article no matter how good the quality of the goods may be. How many Uneeda biscuits would be sold if the National Biscuit Co. were to change the label of their package and call their cracker by some other name?

Then again, goods which are Nationally advertised must be produced and packed under better sanitary conditions than those which are not. On account of the widespread demand for Nationally advertised goods as resultant from the advertisements, consumers are desirous of seeing the buildings in which these goods are made, and to know the conditions under which they are packed; because of this great demand to "see" and "know," producers have been forced to throw open their doors to the inspection of the public. Very little attention is called to the conditions under which goods that are not so well known are produced. They may be made and packed in small buildings, the interior of which no one but the proprietor and his few employees have ever seen. Cleanliness is next to Godliness, it is said, and goods which are not packed in the cleanest possible manner are minus the quality, no matter how fine the selection of them may have been before they were packed.

By J. D. Patterson, Durham, N. C.

The question for debate calls for my experience with the quality of Nationally advertised goods and the others. I hardly expect that my experience is on the popular side, but nevertheless I will attempt to give my own rather than another's ideas.

I fail to see the force in the contention of manufacturers that Nationally advertised goods have to be the best in the world in order to maintain the advertising standard. The little manufacturer in

any corner of the earth is dependent upon the same thing that the large manufacturer of Nationally advertised goods is dependent upon—the verdict of the consumers. The pigny may be located in a cosmopolitan city, where his customers represent all nationalities, and he is just as much concerned about having the quality of his product to be good (superior) as any other man, or set of men, are anxious to turn out the best. And being as earnest about it, it is possible and probable that he has the means, the resources to put out a superior article, or else he would not be in the business.

But it is well known that not all manufacturers who do no National advertising are pignies. Many large and absolutely reliable concerns put out brands that are the equal of any. While these (or some of them) do advertise in various journals to get their products before the distributors whose business it is to supply the consumers, they are not known as National advertisers. After their products reach the distributors, it is a case of "deeds, not words." They may become Nationally in favor automatically on account of their excellent quality.

Just because an article has had millions spent on it to put it before the public does not indicate that it is good, any more than an anarchists's continuous evil which has put him in view of the public indicates that he is good.

I have gone over our stock and compared different items and find good and bad in both the Nationally advertised list and where they are not. In spite of what I have written I believe, as a rule, Nationally advertised goods are better. But I like to give those meritorious articles which are not Nationally advertised due credit. And no man can honestly condemn, or detract from, any article just be-

cause it is not Nationally advertised (in words).

Here are two lists of articles whose quality is pronounced good by the final jury (the consumers). Many people do not know, or care, whether the products they use are Nationally advertised or not so long as they best please their palate.

While, as stated, some Nationally advertised articles are good and better, we find in the list that follows as many superior articles in the list that is not Nationally advertised, decided not by our own palate alone, but by the people, our customers:—

NATIONALLY ADVERTISED.

Gold Medal Flour
Clover Hill and Meadow Gold Butter
Cream of Wheat and Wheatena
Quaker Oats
Karo Syrup
Blanke's Coffees
Log Cabin Maple Syrup

vs.

(Somewhat Local)

NOT NATIONALLY ADVERTISED.
Rob Roy and Dan Valley Flour
Appalachian Butter
Wheat Hearts
Monogram Oats
Duchess Syrup
Chase & Sanborn's Coffees
Welche's Maple Syrup

Two of the best articles that are produced (and I challenge the world for contradiction) are North Carolina Yams and Long Valley (Idaho) Irish potatoes, neither of which are Nationally advertised. People are fast learning the truth about it on account of their merit.

By Solomon Mann, Plainfield, N. J.

I would say the only difference I find between the Nationally advertised or those not Nationally is the price, and not the quality, that is to say I know (and we all know, I mean any good, real merchant) when it comes to Nationally advertised articles the more it is Nationally advertised the more we have to pay for it, and the less profit we make, as the chain stores, department stores, mail-order houses, the first thing they do is to pick out the Nationally advertised things and cut the life out of them. That is to say, they sell them for far below what we can buy them for. It becomes more serious every day, every week, and every month.

When it comes to quality whether Nationally advertised or not, it has to be made up to a certain standard to comply with the law and to meet the ideas of the consumer. That is to say, when an article is made up and the manufacturers are not going to Nationally advertise it, I think they are going to try and put all the quality possible in order to get the market, and the grocer should try to push this article; as we all know that this article is good but not Nationally advertised. He can't afford to spend a million to advertise his product, but he can give you quality—a living profit. The article is not cut far below what you can buy it for. Then it becomes your duty for your own interest to give this article your warm support in your store, first, you are making a better profit, next for the benefit of the manufacturers or jobbers. That is to give a piece of goods that has quality and not five million dollars' advertising. You do the advertising for him, your word goes further than lots of billboards, newspapers, etc.

Just to illustrate my article and prove to you that quality doesn't exist only in Nationally advertised goods, I am in a neighborhood where I sell a lot of Kipperd herring to people who know what Kipperd herring is, as I have quite a few English and Scotch customers, and most of them know about Kipperd herring, in fact, they know where they are packed and how, etc. Marshall's Kipperd herring, I presume, has the market, and I presume he gets the price, and a good many of you retailers see them advertised or maybe have to sell them yourself for 10 or 12 cents a can. How much do you lose on it? Did you ever figure? But in my store you would not find a can of Marshall's Kipperd herring. I have good Kipperd herring I consider as good as Marshall's, if not better. My customers are the better judges. I am paying at the present market to my jobber \$1.25 a dozen; I never sold a can for less than 15 cents. It is packed at Aberdeen, Scotland, probably by Marshall, but it has not his name, but it has the quality. The proof of it is, I am selling a very large quantity, many hundred dozen cans, and never get a can back for not having quality, but on the contrary, they tell me "this herring I got from you was fine." Probably my neighbor grocer

will say he can't sell anything but Marshall's. Now take, for instance, Blue Label catsup. I don't handle it at all. To sell it for what you ought to sell it you can't, and to sell it for what the cut-price stores sell it for you don't do justice to yourself. There is one thing left to do. Get catsup of quality, but not Nationally advertised, and sell it with a profit. You would have no trouble in getting good catsup in our big markets, and if you know anything about the grocery business, and you possess any qualifications of a grocer, you can sell it without a bit of doubt.

Let's take, for instance, Mother's or Quaker Oats; they are Nationally advertised, and they charge you for them the Nationally advertised price. We all know this. Take, for instance, Sunbeam oats, I can buy it at present at about \$1.08 per carton, 18 packages, or 6 cents a package, and as far as I know the quality is as good as in all the Nationally advertised oats. The next question would be, if you could sell the jobbers' package as well as the Nationally advertised? I will say that this all depends on yourself. If you are qualified for the grocery business you would not have any trouble in selling every customer a package of quality oats that you make a better profit on and is not cut to pieces. So it goes with flour, cocoa, soap, jelly or jam, and baked beans, etc. I can go through the whole line and match you one against the other almost, and you will find a big difference in the price and very little in quality. We all know on Nationally advertised articles the manufacturers must have a very large profit, or he must necessarily add to the amount spent for advertising to the cost of

the goods, raising the selling price to the consumer.

One more illustration before closing. I had a big sale here in my store on a Nationally advertised flour. While the sales for it were good and big the profit was very small, in fact it did not pay my running expenses. As I said above, the more an article is Nationally advertised the less profit you can make, and in some cases you are losing yet. So I asked the manufacturer's representative if he could not give me a better price on this flour. I was getting away with an awful lot of it, but making very little profit, as I had to sell it very close as competition is very keen on this flour. He said to me, "I will sell you this flour under your own name for 75 cents to \$1 less per barrel. You know we only mill one grade of flour and we have got no better nor poorer quality than our one quality Nationally advertised, but if you contract a quantity we can put it up for you under your name for about 75 cents or \$1 per barrel less than you pay for our Nationally advertised flour." I said all right. I gave him the contract, he submitted me a design for my bag. I ordered the flour and I will be frank and say that I have never had a better sack of flour in my store and never made a living profit on any other flour. I don't care whose flour I sold until I began to handle my own brand. I have hundreds of testimonials from my customers telling me how fine this flour is, and what good luck they are having with their pastry, bread and cakes since they are using my flour, and I am enjoying the profits on this flour which I am justly entitled to receive in order that I should remain in business and pay my creditors 100 per cent.

Why This Delay?

In a peculiar case an Insurance Company once wrote: "We note that your policy was issued at nine and that the fire did not take place until three o'clock the same day. Why this delay?"

We have tried for years to gain your attention, through this journal, to our

Indexed Coupon Books

If we have not heard from you, why this delay? You are losing more than we by not using them.

WE HAVE SOLD MILLIONS OF THEM! Samples and literature free. Delay no longer.

LET US HEAR FROM YOU

J. P. FORBES, Forbes Building, Coshocton, Ohio



Just how strong the flour became in my store I will prove it by this. My car did not arrive last week and I was a couple of days without flour, and my people had the nerve to send back to me Nationally advertised flour and say they will wait a day or two for my Herbert flour. This is as true as I am writing this article. Now I have illustrated to article.

By H. F. Snader, Adamstown, Pa.

Nationally advertised goods are superior to most unadvertised goods on the market for the following three reasons:—

1.—Manufacturers who do advertise the products they desire to get the public to use are required to keep a standard equal or higher than their competitors to realize from the advertising.

2.—The greater the output the more modern the improvements that are used, and thus, with the better facilities and more skilled workmen, the goods are usually better and are treated in a more scientific and sanitary way. The Government verification of purity of material used, together with increased output, speaks for advertised goods.

Lastly, allow me to say the public is the most discriminating and from experience think more advertised goods are sold than goods not advertised. The public also is fully protected in advertised goods, as they are guaranteed by manufacturer to give entire satisfaction, or can get their money back on demand to their dealer, and are requested to do so. Hence the advertised brands are generally better than brands not advertised.

By J. Warren Frame,
West Chester, Pa.

My experience with advertised goods is, first of all they are the goods that are constantly in demand and our customers insist on

having them. Therefore we seek to cater to our customers wants and needs and necessarily carry a pretty good line of advertised goods. Again, they do not become shelf worn or dusty, because they are constantly moving. On goods that are advertised we do not have to lose time in explaining to customers anything about quality because they know about that before they come to the store. Customers have learned by this time that Nationally advertised goods have quality and there is no danger in their use as far as purity goes. I find that advertised goods are of a superior quality, have handsomer labels, are more attractive on the shelf, and wherever you place them they are a credit to any store because of their attractiveness. I want to say it is a very rare thing that I buy any new article except it is advertised, for the simple reason I have not the time to stand around and explain this and that, trying for a half hour to convince a lady customer so and so is just as good. Do you catch my meaning? Nationally advertised goods for me every time.

By H. M. Mann, New Brunswick, N. J.

Is it true that Nationally advertised products are better than others?

I say yes, they are. If they are not better you can always rely on their quality. Every sale a sample.

One of the foremost assets of a manufacturing organization to-day is good will, so known. Among buyers of manufactured products certain brand names stand not alone for accepted high quality, but also as an assurance that this quality is not variable or accidental, but continuous, absolutely uniform, constituting a guarantee for both present and future, based on the record of the past.

This then represents the buyer's belief in the manufacturer's "good

will" towards such brands in forthcoming business.

No large manufacturer can exist to-day without a general knowledge, on the part of the buyers and the users of his brand, that the product possesses the quality and uniformity necessary to merit the confidence they give it and the assurance of permanent satisfaction in usage. In other words, the consumer purchases the product itself and also this assurance of permanent satisfaction in usage. Among prudent and progressive merchants the value of dealing in articles bearing well and favorably known brand names is widely recognized, and the tendency indicates continued widespread recognition of the standard by which other makes are measured.

Push Nationally advertised goods to the front. They are the silent salesman. A line of Nationally advertised goods such as these will decorate your store as well as your pocket book: Heinz 57, B. Fisher Co., National Biscuit Co., Borden's Condensed Milk Co., and several hundred others too numerous to mention.

By M. L. Ziegler, Dallastown, Pa.

This question seems to be almost a matter of supremacy for the merchant. To hand down his decisions. Yet while it only asks for the experience the merchant has had in selling both Nationally advertised goods and goods not advertised Nationally, and to say which is the better may not offend the manufacturers who get it in the neck; or on the negative side because of experimental knowledge and proof thereof handed down by the merchant. If I understand this question there seems to be a difference of opinion between the Nationally advertised and the non-advertised. Opinions are what people think, and facts are what things really are. For example, I walk up the street, I meet

John Bull on a very cold day. He says it is about five degrees below zero. I think it is not so cold, but about ten degrees above zero. Two opinions. A tested thermometer shows just three degrees above zero, which brings out the fact. Opinions pass, so to answer the question we want to bring out the facts and lay aside the opinions of the two manufacturers.

Every merchant has quality and quantity buyers. The quality buyers ask for the best, the quantity buyers for the large or bulky package. Through the quantity or bulky buyer I could not answer this question to which is the better article, as his eyes are his buying guide and the more bulky the package the sooner he buys it.

But by experience in selling to quality buyer I wish to answer this question and favor Nationally advertised goods as the best on the market, as the quality buyer demands it and says he finds it the best, and by my own test I find it the best.

The consumer or quality buyer gets his confidence in the production of an article when he has tried his product which is Nationally advertised to be the best and he finds it to be as spoken of by the producer. In this manner I wish to prove that Nationally advertised goods are the best, and stand in a class of their own. Were they not better, advertising would not sell them alone, as goods must show up real merit and prove or maintain their standard, or advertising would result in a loss to the manufacturer of the public confidence in him and his product.

Therefore I wish to answer this question of quality through the quality buyer. The most exacting quality buyer demands Nationally advertised goods. By my own test I find them the best, more uniformly prepared, standardized, sanitary packed and carefully labeled.

Here's a Contest Subject Everybody Knows About

We want to know how strong—how determined, in other words—is the demand by the consumer for nationally advertised goods which is produced by the advertising. Here is the subject as we state it:—

How determined as a rule, are customers who ask for nationally advertised articles? Do they mostly appear to have made up their minds to get them, or are they simply "thinking of trying?" Out of ten calls for nationally advertised products, particularly first calls, how many are really insistent?

All Papers Must Be in by Thursday, August 27, 1914—Usual Cash Prizes

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are the original packages:—

100 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch blades; size over all, 13½ inches; steel unusually good; handle is cocco wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, gains or premiums. Address Box Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our use-drawn apparatus with motors, the following:—

Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
½ cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

Have a refrigerator, 57½ inches high, 25 inches wide and 25½ inches deep, ice capacity about 250 pounds, in good condition. Selling price, \$18.

Also 1 case of 64 5-cent packages of Miller's Lasting Starch, at 2½ cents per package; in good condition.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R.," silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each. \$5 80
3 Carnation Berry Spoons, \$1.75. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40

5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts., Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.
Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 24.

I have on hand in good condition:—
5 cases Cake Mix, Oriole, cost \$1.30 per dozen.

3 cases Cruller Mix, Oriole, cost \$1 per dozen.
3 cases Biscuit Mix, Oriole, cost \$1 per dozen.

Will sell for cash, Cake Mix, \$1 per dozen, and Cruller and Biscuit, 85 cents per dozen.

J. WARREN FRAME,
West Chester, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

6-oz. bottle, \$1.00 the dozen

11-oz. " \$1.50 "

24-oz. " \$2.00 "

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesman delivers yeast to your store he replaces any stale cakes he finds with fresh ones. No trouble or expense to you; no complaints from customers — if you sell Fleischmann's.

THE FLEISCHMANN CO.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 6 bxs in pkg, 20 pkgs (100 bxs) in case | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case. | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

THE GROCERY MARKETS

Tea.

The tea market shows no change for the week. The demand is quite good for new teas, with an occasional inquiry for old grades. Prices show no change whatever and the market seems thoroughly healthy.

Coffee.

The coffee market is rather thoroughly demoralized. The war situation abroad, with its effect upon general finances, has caused a heavy slump in coffee options, and practically a similar one in actual coffee. The fact that actual coffee has slumped also is hardly understood, because coffee in a sense is a war staple, and might be expected to advance. Probably all grades of Santos coffee are 1 to 1½ cents off, due almost entirely to the war situation. The demand is exceedingly dull, as all buyers are playing a waiting game. Mild coffees are also weaker in sympathy. Java and Mocha are unchanged.

Sugar.

The European war has also affected the sugar market, although refined sugar is precisely where it was a week ago. Raws, however, are looking up, mainly for two reasons. The first is that Austria-Hungary produces about 20 per cent. of the European beet sugar crop. If her men have to go to war, crops will be neglected, and there will be a shortage. Second, England has begun to make inquiries for Cuban raws, which if they result in sales, will curtail the supply of Cuban sugar available for us. The raw situation for these reasons is firmer and may shortly advance. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose has advanced 10 points since the last report, and bulk compound syrup is higher also, though there is no demand. Tinned syrup is unchanged and dull. Sugar syrup and molasses are seasonably quiet at unchanged prices.

Dried Fruits.

Prunes are unchanged, with some reports of a shade of ¼ cent in new prices by some packers. The demand is slow. Peaches, apricots and raisins are all unchanged and quiet, but some holders believe that peaches will begin to move soon. Other dried fruits dull at ruling prices.

Fish.

There is a good demand for new shore and new Irish mackerel, which are ruling at comparatively low prices. Norways are not much of a factor now, because only early caught fish are in market, and these are unpopular. Late caught fat fish will be along in a short time. No prices on late Norway mackerel have been named as yet. Cod, hake and haddock are unchanged and dull. The fishing is good. Domestic sardines are still firm, owing to the short catch.

Prices unchanged both on domestic and foreign brands. Salmon of all grades is unchanged, and for the most part firm. As stated last week, some new pack red Alaska salmon is being offered in small lots, but no new prices have been generally named.

Canned Goods.

Tomatoes are in fair condition, both spot and futures. Some new pack tomatoes are being offered at the same prices ruling on spot and futures. There is no particular reason to buy, therefore no special interest. The outlook for the new pack seems satisfactory. Corn and peas are precisely where they were a week ago, both spot and future. Apples are unchanged and dull. California canned goods are unchanged from a week ago, and quiet. Small Eastern staple canned goods are unchanged and quiet.

Beans and Peas.

Domestic pea beans are unchanged during the week and in fair demand. Marrows are also unchanged. California limas have advanced to 8 cents in a large way, and even higher prices are confidently predicted. Green and Scotch peas are unchanged and dull.

Butter.

There is an active consumptive demand for butter, as is usual for the season. The extreme warm weather which prevailed all over the producing country, up to a few days ago, has curtailed the make somewhat, and receipts are shorter than they were a year ago. No radical change seems in sight in the near future, but a continued good, firm market.

Eggs.

The egg market is firm at an advance of 1 cent per dozen on fancy fresh laid eggs, which are very scarce, owing to the hot weather. The larger part of the eggs now coming in are heat-damaged, and are being sold at the best price their varying quality enables them to bring. Unless the heat breaks everywhere, there will be a continued shortage of fine eggs.

Cheese.

The consumptive demand for cheese is about normal for the season, but the make is reported lighter than usual. The market is steady at unchanged prices, with no important change in sight.

Provisions.

All cuts of smoked meats are unchanged and firm, with a good consumptive demand. Stocks are reported lighter than usual, but if there is any change, it might be a slight decline. Pure lard is steady and unchanged, with compound slightly weaker. Barrel pork is steady and unchanged, with a seasonable demand. Canned meats are unchanged and fairly active. Dried beef unchanged and moderately active.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Trading in evaporated apples has been very quiet the past few weeks. Spot goods are so thoroughly cleaned up that it is hard to quote. Good quality is obtainable at 9 to 9½ cents, f. o. b., in 50-pound boxes, with lower grades selling down to 7 cents. The dealers have been showing more interest in 1914 crop, and business is being done for prime quality, October shipment, at 6¾ to 6½ cents, and 6½ cents for November shipment. Choice grades are held at ½ cent per pound higher.

The raspberry market has been steady at 22 cents per pound, f. o. b., in barrels, for 1914 crop. It is a little too early to determine the output, and until more can be known about this, sellers are not pushing sales very actively.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

According to cable advices received from Holland, the first shipment real new full herrings will leave Holland by steamer this week. In spite of the good catch, the prices for Holland herrings are ruling quite high so far, for the simple reason that most of the herrings brought in by the fishermen consisted of poor stuff, which was not fit for export.

Fishing of sardines in France continues in an unsatisfactory way and the difference between the fishermen and the sardine packers have not come nearer to a settlement than they were at the time of our last report. Most of the fish taken in France just now are too large to be packed for the American trade.

In Portugal the fishing is disappointing, and the packers seem to be unable to supply the demand and pack orders on hand. There has been a good demand for sprats, owing to the scarcity of French goods, which consequently are held at high prices in the primary market. Prices for Belgian sprats have not as yet advanced in sympathy with the advance in French goods.

Cables from Norway report that they had quite a good catch of brailing, which are used for the finest grades of Norwegian sardines—way up in the North, but in the principal packing districts around Stavenger, the fishing has been very poor; owing to the very hot weather it has been impossible to transport the catch from the northern part of Norway to Stavenger to be packed. Consequently, the sardines are scarce in Stavenger and the packers are unable as yet to execute orders which they have taken early in the season and for which line have been gotten ready quite some time ago. The demand for Norwegian sardines continues excellent in this market and all over the United States, and incoming lots are taken freely at satisfactory prices.

Both tomato and kippered herring are in very good demand, the trade taking quite some interest in these two commodities owing to the scarcity of Norwegian sardines. Stocks of kippered herring in Norway are nearly exhausted and new supplies cannot be packed now before the beginning of next year.

Norwegian stockfish, both round and split, will be very high in price and splitfish will be very scarce. There is absolutely no stock remaining from last season, so the trade may be assured to receive the real new goods, even if they have to pay high prices for it. These

extremely high prices may change, but if there were an extraordinarily large demand it could not be supplied, as the present stock would not reach.

STROHMEYER & ARPE CO.
New York, N. Y.

Salmon.

Futures are now merging into spot. High grades—sockeyes, chinooks, red Alaska—will be higher than ever. All grades will probably advance over opening prices. The pack this year will be principally No. 1 tall red Alaska salmon. Next in order of quantity will probably be pinks. We look for a good sized pack of chums and medium reds—probably 200,000 cases in excess of last year. We will probably get a pack of 200,000 cases each of sockeyes and chinooks, which will sell close together in price. Pinks do not run on Puget Sound this year. Owing to the absence of sockeyes principally, the total year's pack will be at least 2,000,000 cases, possibly 3,000,000 cases less than the previous year. We look for comparatively high price the next three years. Pinks are expected to open around 70 to 80 cents, chums 70 to 72½ cents.

PHILIP J. BRADY.

Seattle, Wash.

Standard Canned Goods.

Favorable weather for the tomato vines continues and with sufficient rain in the next ten days the crop conditions will be greatly improved. As a matter of fact, they were much improved last week, and the Maryland crop will be ready for the canners the first half of August. The first arrivals of fresh tomatoes came in last week, and the Baltimore canners have started the canning season. The bulk of these tomatoes are coming from Southern New Jersey.

The Baltimore canners are now ready to ship tomatoes out of the new crop in carlots or over. The demand for the spot goods continues to be large, and the orders for them are coming from the same sections that have been buying so freely during the last five or six weeks. Evidently a very large number of the jobbers have sold out of tomatoes, and not having bought for future delivery to any extent, they will be steady buyers during the canning season.

During the week the buying of tomatoes for future delivery was not as large as it was expected to be. There was, of course, some buying every day at the market quotations for all the different sizes, but the volume does not measure up to the usual July sales for this week. There are conflicting reports as to the size of the acreage planted to tomatoes this season as compared with 1913, but buying operations should not be based on the acreage proposition alone. If the average yield in bushels is realized from the acreage planted, there will be no famine next winter in canned tomatoes.

In the other lines of vegetables several articles were strong this week, with an upward tendency as to prices; for instance, sweet potatoes, sauer kraut and both low-price and high-price spot corn received more attention than the other items. Green string beans and white wax beans were active also. There has been excellent buying of corn for future delivery, from the cheapest standard grade up to the highest price fancy quality. Peas, spinach and the other

vegetables were dull and unchanged during the week.

The canning season here for blackberries is over, the pack is lighter than as expected and the prices are liable to stiffen up. The same is true of both red and black raspberries. Red cherries, as well as white cherries, are fairly active and stronger. No. 2 strawberries, in water, scored another advance this week, to \$1.15 per dozen, after selling at 80 cents when the canning season was on last month. All grades and sizes of strawberries are getting scarce here. The latest reliable reports about pears are that the crop this season is short.

The new crop of peaches is arriving and our packers are now ready to ship peaches, seconds table peaches and standard peaches promptly.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is exceedingly active this week, due more or less to the European war news. Conditions are unsettled, with probabilities of advances throughout the list.

Peppers are very active and in good demand. Stocks here unreasonably low. Prices firm, with an upward tendency.

Red peppers are exceedingly scarce and in better demand. Tendency is upward.

Cloves.—In active demand, with every prospect of higher prices. Stocks both here and in Europe are lowest in many years.

Pimento (Allspice).—Firm and in better demand. Prices, we believe, are likely to react and go higher.

Mace.—Unchanged in price and supplies are exceedingly small, especially for better grades.

Nutmegs are in moderate demand, at prices which are firmer. Present values are considered safe.

Cassias.—Without change. Better grade of bark, however, is scarce, which will be more apparent as consuming season arrives.

Gingers.—Some little higher. There is very little offered in any grade at quoted prices. Higher levels being anticipated.

Green Ginger Root.—Exceedingly scarce and firm. All arrivals quickly taken up.

Paprikas.—The demand is on the increase, but we note no change in price.

Seeds, Herbs, Etc.—More favorable reports on the new crop caraway has caused easing off the price for future delivery. Cummin seed is reported very much firmer. Other grades unchanged and in good demand.

McCORMICK & Co.
Baltimore, Md.

THE NEW YORK LETTER

(Continued from page 9.)

changed on the grocery grades. Buying only in small lots for requirements.

Canned vegetables are quiet, both on the spot and in futures. The buying of spot supplies is only to piece out lots as required. In futures, the distributors seem to have covered their early requirements, as a rule, and are content to await developments before placing additional business. There is little demand for tomatoes, but prices are steady at the level of the last week or two. Prices on all varieties of peas are rather nominal. It is said that small sizes of Western and State peas of the new pack will be in short supply, but there is likely to be heavy stocks of the heavier grades. String beans are strong, as the old pack has been closely cleaned up and the new crop is said

to be light. The demand at the moment is light, however. Corn is dull, but steady.

California canned fruits are reported as steady and even firm on some varieties. The representatives of the packers say that they have booked quite a satisfactory business in the new pack. There is not much offering of Western and Southern canned fruit at present, and the feeling is firm.

Buyers here are showing little interest in California dried prunes. Reports from the coast say that the war in Europe is likely to affect the market greatly, as the Austrians may destroy the Servian crop and in other parts of Europe the crop may be affected if the war spreads. Such developments would of course increase the demand from Europe for California prunes. However, the local buyers refuse to become excited over these reports. There is little trading in either spot or future supplies in this market. There is little doing locally in California seeded raisins, although reports indicate more lively buying in other parts of the country for prompt shipment. It is said that the officials of the Associated Co. are satisfied that the old crop will be well cleaned up before new raisins are ready for shipment in any large quantities. Currants are quiet, as are other kinds of dried fruits.

Reports from Maine indicate that the sardine catch has again fallen off and the packers are offering high prices for supplies. The packers are accordingly asking more money for the canned fish and some of the earlier offerings have been withdrawn. Imported sardines are scarce. Spot Alaska red salmon is said to have been sold at \$1.37½ within the last few days, but most holders are asking \$1.42½ and some \$1.45. Pinks are active, with an upward tendency. Medium reds are selling well and are firm. Tuna are moderately active and firm.

Flour has been going up rapidly. Advances of 35 to 50 cents were declared early in the week by many of the mills, and in some instances the quotations are about a dollar higher than they were a couple of weeks ago. For the most part the market is at a standstill, as buyers regard the prices as prohibitive. Traveling men in many instances have been called from the road because of this situation. Spring wheat patents are quoted at \$5 to \$5.25, in barrels. A car of soft winter wheat flour, in wood, brought \$4.50. Kansas straights are quoted at \$4.25 to \$4.50, in sacks.

The egg market is generally quiet. There is still some accumulation of lower grades, which are moving slowly. High-grade eggs are scarce and prices fairly firm. Storage eggs are meeting with considerable demand. Nearby white eggs are in light supply and on strictly fancy grades the prices are slightly higher. The quotations on fresh-gathered extras are 25 to 27 cents; extra firsts, 23 to 24 cents; firsts, 21½ to 22½ cents. The best grades of refrigerator eggs bring from 24½ to 25 cents. Nearby eggs have a range up to 29 to 31 cents for fancy supplies.

There is a fair volume of business in butter. Much of the stock arriving is

defective. Most lots of the creamery extras that are sold here bring from 28½ to 29 cents, but particular buyers are paying 29 cents for fancy lots. Most of the firsts sell at 25 to 26 cents, but better lots bring up to 27 to 28 cents. Seconds range from 22½ to 24½ cents, and are moving fairly well, especially the better lots. Process is moving rather steadily, with manufacturers firm in their views and getting from 21½ to 23½ cents for the best grades.

FRED. A. MCGILL.

Government Will Not Obey Court Sausage Ruling.

Says Recent Decision That Government Cannot Legally Restrict Water and Cereal in Sausage Applies Only to St. Louis. Inspectors in Other Sections Will Still Condemn Sausage Containing More Than 2 Per Cent. of Cereal and 3 Per Cent. of Water.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., July 30, 1914.

In a recent issue of the "Modern Merchant and Grocery World" it was reported that the United States Circuit Court of Appeals, sitting at St. Louis, Mo., had decided that the Government had no right to limit the amount of water and cereal in sausage. During the past week the Department of Agricul-

ture has announced that it will not obey this decision, in points outside St. Louis. The American Meat Packers' Association has issued the following statement to its members:—

There will be no change for the present in the regulations regarding cereal and water in sausage. The Department of Agriculture construes the order of the Circuit Court of Appeals as applying only to St. Louis and adjacent stations. It maintains that the original regulations still apply to all other parts of the country, and it is the intention of the department to have the original case set for hearing this fall, to take testimony and have the question settled on its merits. No testimony was taken in the original case, and the department refuses to accept the decision except in the jurisdiction in which the case was brought.

The prosecution of this matter will be continued.

The effect of this attitude is that meat inspectors everywhere except at St. Louis will still refuse to pass sausage containing more than 2 per cent. of cereal or 3 per cent. of water. The trade had supposed that the ruling of the highest court settled the principle in this case, and that the Government would amend its regulations and permit the marketing of sausage products under the court decision.

HOLT.

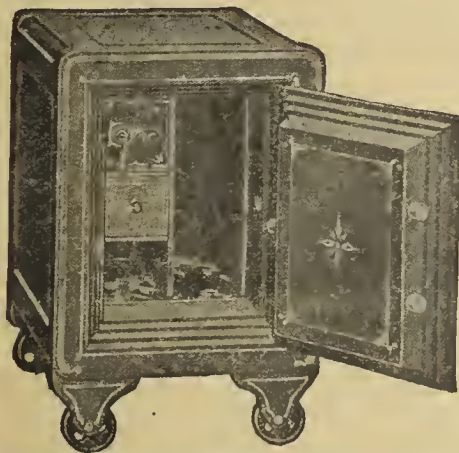


They Can't Get It Elsewhere

Wheatena is quite different from any other cereal, and that is one element in its wonderful success. It is the delicate and dainty hearts of selected wheat treated by our own method, and constituting a breakfast food as different from others as ice cream is different from water ice. Consumers of **Wheatena** can't get what they want from any other food, and that keeps them and their children constant.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

You Need This Safe for \$27.50



At only \$27.50 you no longer need to use that little old-fashioned safe, or use none at all. This is the famous special **Gibraltar Safe** that really put us in the safe business. No safe in the United States can touch it.

Ask for No. 125. Outside measurements, 32 x 22¼ x 22¼; inside 18 x 14 x 12½. Weight, 750 pounds. A handsome, massive, indispensable fixture.

We letter your name free.

HOWE SCALE CO.
508 Market St., Philadelphia, Pa.

Hardware—Tools—Specialties

Builders' Hardware Profitable for Merchants of the Live Kind.

If a suitable stock is carried, builders' hardware is a profitable line for any general storekeeper to handle in his department devoted to kindred merchandise. That trouble is had with these goods resides in the dealer himself, the experienced ones say. The manufacturers of builders' hardware are undoubtedly putting out goods that is a credit to everybody, both in the production and the retailing. Of course, there is an insistent and persistent demand to scale prices when a merchant comes to placing an order. This everlasting pounding of the manufacturer for price always has one result; that is, goods are made up to meet the standard fixed by the dealer, and that is anything but high grade. This change is true in other lines, and when a merchant handling hardware in any of its myriad forms believes the stock to handle is attractive from its cheapness, a bigger mistake was never made.

If a merchant complains there is no profit in builders' hardware, he is right so far as low-priced material is concerned; for the simple reason there is no value offered on which to make a profit. It is in the high-grade goods, properly presented, where the money is for the dealer. Naturally it is not practical for a merchant in a town of 200 or 500 population to have an elaborate and expensive display of merchandise; but the man with a general store in a town of 2,500 to 3,000, who is up to date and alive to his opportunities, will have a stock of builders' hardware of which no one need feel ashamed.

Hardware Distribution via Retail Mail Order Houses.

Mention of a retail mail order house is always sufficient to make "goose flesh" with the average general merchant. Here and there attempts are made to counteract their influence by meeting prices with better merchandise, but these are isolated instances of progressive, energetic dealers. The others—a long, long list of grumblers and chronic kickers hold aloof and want some law passed that would upset the "apple cart" of the catalogue houses by restriction or prohibition provisions, that would not "hold water" for a minute in a judicial review. The buncombe legislators, State and National, keep on humbugging their constituents by promising to pass bills to abolish and annihilate these great aggregations of capital and improved methods of merchandising. To be sure, the bills will be introduced, and that is the beginning and the end of such attempted legislation.

No line is harder hit by the retail mail order house than hardware. If dealers will not or cannot carry adequate lines to meet and overcome competition of this kind; or the merchant lacks ingenuity and resourcefulness in

marketing his goods, what can be done? Not a thing. Many hardware manufacturers sell their product to the mail order houses in direct competition with his own trade with legitimate merchants. Not a few concerns, however, openly declare their opposition to these institutions by publicly announcing in print a positive refusal to place goods in their hands; and then open communication and sell by the underground route via some jobber or other means. It is a great game, and its only equal is the professed jobber, who at the same time sells at retail. An evil apparently also beyond eradication, even by perfervid speeches at conventions, National, State and local.

In this connection it may be pleasant to note—if one is in that frame of mind—that Scars, Roebuck & Co., for the six months ending with June, did a business of \$47,901,000, as compared with \$44,909,000 for the same period last year. It is confidently expected that the total for this year will pass, for the first time the \$100,000,000 mark. The company's new fall and winter catalogue is now being distributed at the rate of 25,000 daily, the annual total reaching about 2,500,000. This is something else again.

Motor Accessories a Profitable Line.

With his hardware department covering ready-to-use paints, brushes and allied goods, the general merchant will find it profitable to stock automobile accessories, gasoline, etc. The use of the auto is now so general that a customer for supplies is likely to drop in almost any hour during the day. The gasoline reservoir, if it is to be an underground affair, is easily provided for; but if it is carried by the barrel or in a tank either can be accommodated at little cost. An initial stock does not necessarily mean the expenditure of a large amount of money. A sample line of lubricants, spark plugs, horns, tool kits, wrench outfits, air pumps, tire savers, grease guns, funnel measures, valve lifters, jacks, dusters, carborundum valve grinding compound, carburetors, oil and cleansing soaps, a few pairs of tire chains, storage batteries, would make a fine showing if placed in a window for people to see as they motor by. Of course, even a less stock can be utilized to begin with, but if the store is in a commanding location a larger quantity of goods would attract still more attention.

The universal use of the automobile provides ready trade which will grow as the storekeeper succeeds in satisfying his customers. The word of "a good place to go" is passed along the line quicker than one imagines. Every dealer who added auto accessories and supplies has found a new field of activity and profit opened up. The goods are easy to handle and, as one retailer remarked when asked the question, "the

sale of motor specialties, which sell quickly, has kept us busy all through the spring and summer; they have brought new life into the business. Very often a party while waiting for the repairs to be completed, after buying whatever is needed by their machines, will wander about the store and before leaving will have purchased quite a few things in our other departments."

There are a number of new things in auto accessories coming out all the time, and a disposition to keep the newest and most reliable speedometers, bulb horns, vulcanizers, etc., is soon appreciated by tourists and local people. A number of hardware manufacturers and jobbers put up specialties, such as repair kits, for instance, in such an attractive form that not infrequently a customer will be taken with the beauty and completeness of the outfit as compared to the one possessed that a sale is made offhand. It is up to the salesman or the boss to make the most of his opportunity in talking up his line when the casual motorist hauls up for something or other. It must be remembered goods will not sell themselves as a rule.

Boots Shoes Findings

More Money Added and a New Name.

Following the announcement in the "Modern Merchant and Grocery World" that the Emerson Shoe Co. had been reorganized, the following letter in explanation of the change was received:—

Rockland, Mass., July 18, 1914.
To the Editor.

Dear Sir:—I wish to state that neither Mr. Emerson or the Emerson Shoe Co. has consented to the use of its name in any way, only that it is the property of the Emerson Shoe Co., who operate its own stores and sell shoes through its own agents. The changing of the old Emerson Shoe Co. into the new was for the purpose of taking in the old Emerson shoe stores which have formerly been run under the name of the Specialty Shoe Stores Co., and are now all in one company. I might also add that the Emerson Shoe Co. has taken in an active member, who has added capital and whose intention it is to increase the business.

Most respectfully yours,
HERBERT T. DRAKE,
President Emerson Shoe Co.

Law to Prohibit Misrepresenting Footgear.

At the recent convention of the National Shoe Retailers' Association in Boston recently a plea, unanimously supported, was made for a law that would make it a felony to misrepresent any article of shoe merchandise, such as is a common practice in a great many places where fire, bargain or sacrifice sales of these goods are announced.

The so-called merchandise act of Pennsylvania was recommended as a model law for the shoe men of every size and description to support. It reads as follows:—

An Act, To prohibit the making or dissemination of false or misleading statements or assertions concerning any merchandise, securities or services, and providing penalties for the violation thereof.

Section 1. Be it enacted, etc., That whoever, in a newspaper, periodical, circular, form, letter or other publication, published, distributed or circulated in this Commonwealth, in any advertisement in this Commonwealth, knowingly makes or disseminates, or causes to be made or disseminated, any statement or assertion concerning the quantity, the quality, the value, the merit, the use, the present or former price, the cost, the reason for the price or the motive or purpose of a sale of any merchandise, * * *, or concerning the method or cost of production or manufacture of such merchandise, or the possession of rewards, prizes or distinctions conferred on account of such merchandise, or the manner or source of purchase of such merchandise * * * which is untrue or calculated to mislead, shall be guilty of a misdemeanor, and on conviction be sentenced to pay a fine of not more than one thousand dollars (\$1,000), or by imprisonment in the county jail not exceeding sixty days, or by both such fine and imprisonment.

A committee of prominent retailers was appointed to petition Congress to substitute for or incorporate this law in the so-called Stevens bills now in committee.

Shoe Findings Profitable Lines.

Any number of shoes—men's and women's—are being sold just now, and this means outside of the "special sales" being carried on everywhere by active dealers. This, of course, covers the retailers in the large cities and more important towns, whereas the general storekeeper does not, as a rule, indulge in this practice unless he is a live wire who believes in not carrying over any stock; especially the novelties, the sale of which should always be made "on the run," so as to leave no "stickers" on the shelves. Calling this a between seasons period, the general merchant with a shoe annex should not overlook the profitable possibilities of findings. The small town dealer, unless he has had his attention called to this branch of his business specifically, is apt to overlook the line in its entirety and handle what may be called the "bare necessities."

It is certain merchants do not concentrate on findings as they should, nor do they generally make proper provision for their accommodation, display and easy access. For example, take shoe polishes, hardly a shoe on the market but requires cleaning with the special goods made for this purpose. The old-time blackings have about disappeared and are seldom called for. Polishes, including black, russets, etc., as well as colorings or dyes, are in demand according to the footwear to be treated. That is to say, there are different varieties of polishes—good, bad and indifferent. Many a fine shoe is ruined by the application of a low-grade

polish, and the quality of each and every polish of any standing on the market should be familiar to the merchant or the manager of his shoe department.

Manufacturers of polishes are none too enterprising in educating the public to differentiate between reliable and harmful polishes. Their selling campaigns, as a rule, are conducted along narrow lines, and no one product stands out in the public mind sufficiently strong to influence a demand. If a dealer uses or sells a customer a polish and says it is all right, what knowledge of the truth of this statement has the consumer? Nothing whatever. The trade may and do know; but that is not sufficient to create the demand which merchants depend upon to increase and broaden sales. Any quantity of shoe polishes and cleansers is being sold, and the manufacturer who is too dense not to see why he should not exploit his line in every way imaginable that is judicious and forceful, and every general storekeeper who does not stock goods which are known and are dependable, are missing opportunities for making a handsome turnover.

Dwelling upon the primary importance of polishes and their correct handling in the store, the importance of other findings should not be overlooked. Shoe trees are becoming better known and appreciated by the public, and the salesman should not leave a customer unacquainted with their merits and advantages for keeping shoes in proper trim and condition. Rubber heels are staples, and in addition to fitting out a customer, the dealer should have them attached on the spot. The appliances for this work are simple and no merchant handling shoes should be without an outfit. Other lines include brushes for renewing the nap of buckskin, suede, velvet and velouze shoes. How many merchants think of this item in making up their stock of findings. Then, to go into the refinements—all essentials for a rounded stock and readily salable—are insoles, foot powders, heel cushions, corn and bunion plasters, corn paring safety razors—a big seller if properly described and its utility over the old-fashioned murderous tools shown—not to mention orthopedic appliances and remedies of various kinds.

Laces of different colors, sizes and widths are among the commonest of the findings, as are also buttons, button hooks, shoe horns, etc. Rosettes, bows and pompoms, buckles, tango sets, footwear jewels and accessories all belong in this interesting and profitable findings department. In fact, new articles of this kind are constantly appearing, and the merchant who wants to make the most of his shoe department and hold trade cannot make a mistake in providing a line of up-to-date findings to complete the attractiveness and sales possibilities of his stock.

Barring Old Style Shoe Terms.

After all only a few essential words—properly placed, of course—are necessary in writing good "copy" for a shoe advertisement. The trick is to put the



STOLLWERCK

Gold Brand Cocoa

Pleases Your Customers and Increases Your Cocoa Business

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and the *Dutch process produces cocoa* of the finest flavor and easiest to digest.

Think of those two points! First, its *flavor* will *please* your customers; second, Stollwerck's will *not disagree* with them—they can drink as much as they wish.

Not only will STOLLWERCK'S GOLD BRAND COCOA sell readily because of our extensive advertising, and *keep selling* because of its fine flavor and quality, but it will also help you sell STOLLWERCK'S MILK CHOCOLATE, and STOLLWERCK'S PLAIN CHOCOLATE, and STOLLWERCK'S GOLD BRAND COOKING CHOCOLATE—all high-grade, profitable, customer-pleasing goods. It will pay you to push the sale of our entire line—pay you in increased sales and profits and pleased customers.

Write us for FREE cutout of can of GOLD BRAND COCOA.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA won't disagree with you because it's made by the original Dutch process which brings out the flavor and makes cocoa perfectly digestible."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

right word in the right place—a work of genius. This is an illustration: A shoe manufacturer who wanted to get a stronger line of copy asked his advertising manager to prepare for him a series of advertisements that would not contain the words fit, feel, style or wear. Several good men tried their hand. Some mighty good copy was written under this handicap, but it was handicap copy and it sounded like it. Common sense wouldn't permit it to be O. K'd.

No rule in the use of words in shoe or any other kind of advertising can be adopted as absolute. Good advertisements and strong, forceful, pulling letters have been written that broke entirely away from tradition; but the advertiser who wants to play safe is justifiably right in wanting to stick to good, old advertising English—short, meaty words. There is nothing in hifalutin.

What Makes a Presentable Shoe.

Quality is an essential attribute in good shoemaking, appearance is also of considerable account with merchants selling the product. One item that helps to make a shoe look good, even to a tyro, is the two set edges; and a slight space on the sole gives even a medium grade shoe a distinctive look. A heel with the right pitch adds to the beauty of the goods. It is poor policy, says an expert shoemaker, to use a 6-8 heel on a last designed to carry a 9-8; the tread will not be right and the whole line of the shoe is thrown out. These points the general storekeeper will not find amiss in looking over the new fall lines.

Stocking High Grade Shoes Cautiously.

In the West—particularly in the St. Louis territory—shoe manufacturers and wholesalers are receiving small orders from merchants, ranging from 6 to 12 pairs, and since the 50-pound limit, these and other small orders are forwarded by parcel post. Orders of this kind, says "American Shoemaking," are taking the place of filled-in orders of previous years. Every year the merchants all over the country are paying more attention to the latest styles, and this year more than usual they are buying in small quantities so as not to have any of this season's goods left over. The merchants throughout the West and Central West deny that the times have anything to do with them being cautious in their buying. They contend that it is neither good policy nor good business either to stock up heavy on the high-grade shoes, especially on women's shoes, since styles on both high and low cuts are being shown twice a year.

A Shoe Innocent of Leather.

Attention has been called to the statement of a Western shoe manufacturer of making and selling what they term the "All Leather" line. Now a Massachusetts manufacturer is turning out a shoe in which no leather is used. It is a man's low cut or oxford model. The upper is of brown army duck, waterproofed; the counter is of horn fiber;

toe box of felt, and the sole and heel are rubber. The heel seat is nailless. The shoe carries a rubber welt and it has an insole of felt and a toe lining of duck. Not a handsome shoe, to say the least, though its utility is not questioned.

Dry Goods Notions Knit Wear

No Price Reduction in Underwear. Status of Union Suits.

At a recent meeting of Pennsylvania underwear manufacturers in Hamburg, the conclusion not to reduce prices in order to stimulate buying by either retailers or jobbers was reached. Knitters feel that they must eventually get the business at any rate, and that in the end they will be better off by maintaining prices than if they invite a price war, for which, they affect to believe, the leading jobbers and buyers for large retailers are waiting. Merchants are not inclined to place orders for underwear at present for various reasons, and the general storekeeper feels as if he can easily afford to await further developments.

While much was expected of the union suit, in its various manifestations of open or closed or drop crotch, but the trade is not getting wildly excited, so far as can be ascertained. Last season, reports say, union suits did not sell up to expectations and no little stock remained unsold on the shelves of the general merchants. This, to some extent, also accounts for the cautious buying. It is believed, however, no matter how good or otherwise business in union suits may finally be, it is clear, from the large number of new lines—mostly "orphan" merchandise, which is risky to handle always—on the market, and particularly the amazing increase in cheap garments, that competition will be exceedingly keen.

Beach Cloth a Popular New Arrival.

So-called beach cloths are selling in goodly quantities for next season's deliveries and which is believed will, to some extent, affect the heretofore general use of serges in men's wear. Suits of beach cloth have sold well this season, and well informed people are of the opinion that this comparatively new development in the clothing business has come to stay. Further it means that the men of this country are dressing more appropriately during the warm season than for many years. A well-made suit of beach cloth can be retailed for less than \$10, with a very satisfactory profit, and their excellent wearing qualities commend the goods to the customer.

These suits appear to be the very thing for the man of small means. The initial cost, to be sure, is small, but in order to keep the goods looking attrac-

tive they must be cleaned frequently, which adds materially to the first price, and therefore they may probably not appeal to the general public. Next season the beach cloth fabrics will come in imitations of all kinds of fancy worsteds; and keen observers predict suits of this sort will enjoy an extraordinary demand during the next lightweight season.

Satin Surfacted Taffetas for Fall.

Very few silks are being bought by either merchants or jobbers. It is between seasons on these goods, and uncertainties as to the future weaves also help this condition. A number of sheer silks on the voile and marquisette order are gradually appearing, but the high price of raw material is checking manufacturing operations with its unavoidable price increase, which evidently buyers of all grades are in no frame of mind to accept. Taffetas continue to be liberally demanded for the midsummer frocks of smartly dressed women. Although it is more than probable the fall fashions will discard these very popular fabrics in the accepted weights of the present, they will be reintroduced for fall and winter wear with satin surfaces. Laces are overtopping all other fabrics just now in point of smartness and popularity.

B. V. D. Infringement Suits.

The B. V. D. Co. have entered suit in the United States Court against Isaac Efroymsen, Lafayette, Ind., for advertising "men's union suits of nainsook, made like the dollar B. V. D., 45 cents." The trade-mark "B. V. D." was used in this advertisement to sell other makes of nainsook underwear, and suit was brought to protect fair dealers against such acts of unfair competition.

At the same time and in the same court, suit was entered against Thieme & Schuessler Co., also of Lafayette, Ind., for a similar offense, their advertisement reading: "Men's B. V. D. style 50-cent shirts and drawers, each 37½ cents," and "Men's B. V. D. 25-cent shirts and drawers, each 19 cents."

Weinmann, of "Onyx" Fame, on Returned Goods.

The attitude assumed by some general merchants on the "returned goods" question is altogether indefensible, according to Geo. A. Weinman, advertising manager of the wholesale department of Lord & Taylor, New York. Talking informally on the topic to the "Modern Merchant and Grocery World" a few days ago in his office, he said: "There is no reason why a merchant should be permitted to ship back goods of any kind to us so long as they are not defective. Why should we or any other wholesaler stand for the errors of judgment made by a retailer in buying merchandise?"

"For example," continued Mr. Weinman, "this season the sale of women's tan hosiery has fallen off—it is in no demand and the fashion has changed. Do you know quite a few of our merchant customers want us to shoulder the blame, or the loss, when it is not our fault in the remotest degree. At the opening of the season, when the orders

were placed, no one had the slightest idea but what tans would be the usual good sellers they have been for years. Then the vogue slipped into other colors and now the buyers want us to take the stock back and allow them credit for their own mistakes. In addition, they return a lot of old 'stickers' besides; make good measure, I suppose.

"Well, we do not see it in that light. I admit that in returning some goods to the jobber or manufacturer there may be extenuating circumstances, but as a general proposition it is radically wrong. It is a menace to the proper conduct of business, I might say a 'crying evil' and it should be curtailed if not wholly eliminated. I believe the wholesalers and their associations should and could safely adopt a rule that would deal with this reprehensible practice in a drastic manner and dispose of the nuisance for once and all. Buyers cannot expect to be protected against their own poor judgment. We do all it is possible to assist a merchant in making proper and suitable selections for his stock; but he must not fall back on us for reimbursement if the merchandise does not move as anticipated. It is wrong in principle and should not be tolerated."

Fixed Prices a Dual Problem.

A difference of opinion regarding fixed prices exists in jobbing circles. A large number are firmly of the belief they are a disturbing and a demoralizing factor; others, they are beneficial. In an account of the recent convention of the Jobbers' Association of Knit Goods Buyers, an auxiliary of the National Wholesale Dry Goods Association, this fact was pointed out by the "Modern Merchant and Grocery World" to which exception is taken by a prominent wholesale firm in the following letter:

Buffalo, N. Y., July 24, 1914.

To the Editor.

Dear Sir:—I would say that as you state your convictions in your editorial regarding the matter in question, it would not serve any good purpose to make comment on same. I might state, however, that the two facts in question, which you seem to think contradictory are absolutely true when considered in conjunction with the other matters that properly belong to this question.

Yours very truly,

CLAWSON & WILSON Co.

Ernest C. Hall.

If Mr. Hall had furnished some tangible clue to the "other matters," it would clarify the situation materially.

Jobbers' Profits of Prime Importance?

At a gathering of notion buyers a few weeks since, Howard A. Baldwin of the old Philadelphia firm of the Sheibley-Tyler Co., delivered an interesting address on "Jobbers and Their Profits." In reporting the event, naturally stress was laid by this journal on what Mr. Baldwin said about the retailer. The "Modern Merchant and Grocery World's" field of activity is with the general storekeeper, especially in the smaller towns and outside of the large cities generally. Their attitude

ward and position in the market is of direct concern, whereas the profits of the jobber are secondary, as might be expected, while recognizing, at the same time, their rightful place as big factors in the trade. In respect to this Mr. Baldwin, in a letter to the "Modern Merchant and Grocery World," says: "I note you published my remarks in regards to retailers only. The part in regards to jobbers and their profits is what I wanted you to make note of. However, I thank you for the space you gave me." What Mr. Baldwin evidently means to convey is that the jobber's profits are not what they should be; in other words, negligible when their services, convenience and general accommodating character are considered.

Storm Center of Optimism West.

Evidently the West continues to be pretty well satisfied with itself and its bright prospects. Merchants are buying more freely, but at the same time in limited quantities. Chicago is, as usual, pretty well pleased with itself for various reasons, chief of which appears to be that its jobbers are not only equal to any demands from merchants in their own section, but they are gradually working into Eastern territory and selling retailers in places heretofore taken care of by jobbers in New York, Philadelphia and Baltimore, not to mention Boston and Pittsburg. In the weekly review by the John V. Farwell Co., Chicago, something of this is reflected as follows: "The aggressive policy of Chicago wholesale dry goods houses in reaching out to the largest retail distributors, who formerly confined their purchases to the East, is showing pronounced results. One prominent feature which has brought about this result is that many Western jobbers are now converting large lines of cotton and silk goods, and are also direct selling agents for several woolen mills. Many local department stores who formerly placed large early mill orders find it more advantageous to depend upon smaller orders placed early and then to call upon local jobbers for repeats. Styles of fabrics used in wearing apparel have been so changeable that buyers find it more profitable to keep stocks low and buy often as changes develop. A big increase in manufacture of garments in Chicago has created another big outlet for local dress goods distributors, who were quick to appreciate the situation, and now control a large portion of business which formerly went to the Eastern markets." This is good, old-fashioned Chicago talk. It has not changed in ten years—only getting more emphatic in expression. Besides, there is a great deal of truth in it, just the same.

Optimism is also the note in the reports from Marshall Field & Co., as follows: "Optimism seems to be the one word that epitomizes the situation as to business in general throughout the country—the 'ifs' and 'ands' relative to commercial and economic problems seemingly are being pushed into the background. Visiting merchants are buying liberally and have apparently

made generous allowances for the new wealth created by the increased harvests. This has had a tendency to stimulate merchants to make early visits to market. Sales of holiday goods have commenced earlier this year than usual, and orders are larger."

Cheney Name Defended in Court.

Originators of branded fabrics carrying the firm's name as a guarantee of quality to the public are beginning to defend their rights in the courts more generally. One of the latest cases is a suit involving the use of the Cheney name in connection with silk neckties is pending in the United States District Court at Cincinnati, Cheney Bros. having filed a complaint against the Thomas Manufacturing Co., charging the improper use of the word "Cheney" in connection with the cataloging of a lot of neckwear.

The answer of the defendant company, recently filed, sets out that the company had no intention of violating any of the trade rights of Cheney Bros. in listing the ties in question as "Cheney silk ties," and alleges that this was done on the representation of the Kumler-Patchin Co., of whom the goods were purchased, that they were made from Cheney silk.

The answer also alleged that the use of the name accomplished little, if anything, toward the sale of the ties, few sales being made, and other methods being necessary to dispose of them, such as offering them for sale under the name of Milton ties, at three for a dollar, with a set of cuff links and a scarf pin free.

This scheme ("Oh! Oh! Delphine!"), it is alleged was successful, and the ties were disposed of by use of the premium offer, and not by the use of the name of Cheney. The amount received from the sale of the ties in question is estimated by the company at \$15,000 gross. This is an answer that will call for the closest examination. It sounds pretty thin, but is one which might be expected under the circumstances. Cheney's silk ties are too valuable a property to allow of the indiscriminate and unwarranted use of the designation without at least a legal protest.

Claflin & Co. Getting on Their Feet.

While the Claflin failure was a disturbing factor, disorganizing dry goods credits to an extent never known before, the settlement in sight of this famous firm is viewed with satisfaction by everybody, excepting that class of lawyers who would wreck a church to reap a pecuniary advantage. The recent sale of merchandise by Claflin & Co. has realized quite a handsome figure, and now fall goods will be placed on view and selling, especially to merchants from the smaller towns, who have already cut an important figure in the entire proceedings. The nominal assets are over \$8,000,000 in excess of the liabilities, the receivership will doubtless soon terminate, although conceded to be in able and clever hands, so much so that the harpies who always hover around such an unfortunate happening with sharpened talons and insatiable appetite,

are kept at bay and completely foiled in their attempts to make a "mess" of it for their own enrichment. All of the retail stores will be continued, as they have proven themselves money-makers.

Playing Safe With Silks.

Many snarls are still visible in the silk situation. There is no pretence in saying that any particular weave is to predominate, and therefore some manufacturers are showing as many as ten different kinds, with the hope of hitting the bull's eye, with one or two or more, as the fashion cat jumps. There have been so many sudden changes in the styles and modeling of women's gowns during the spring and summer—almost as many as feminine whims, and they are countless and unaccountable—that buyers and merchants are cautious in ordering.

Satins are attracting the most attention at present, and some scarcity is reported in the black, bright-finished satins. Leading retailers are in doubt of the position of taffetas for the fall, though enough of these goods have been made up on order to give it a noticeable place in the list of fabrics offered. The quid nuncs are closely watching its development for the future. Another heart-breaking problem to the experts is the width of skirts. The oracles who hand out wisdom along these lines state most impressively that skirts are growing wider by the day, and that there is a probability that old bugbear crinoline may again make its appearance. As this prediction has gone forth twice a year since 1860, when its terrors and ugliness were in full force and effect, it is safe to say that no one need fear its return to favor.

GRIST OF OFFICIAL OPINIONS ON VITAL FOOD LAW QUESTIONS

(Continued from page 8.)

be plain and conspicuous, shall not be a part of or obscured by any legend or design, and shall be so placed and in such characters as to be readily seen and clearly legible when the size of the package and the circumstances under which it is ordinarily examined by purchasers or consumers are taken into consideration."

It would appear that a statement blown in the bottle would be satisfactory if plain and conspicuous and in conformity in other respects with the regulations. Such a statement, should, of course, apply to the quantity of the contents and not to the capacity of the bottle.

I am of the opinion that the statement upon the crown cork submitted with your letter would not be conspicuous within the meaning of the act and would not comply with the terms of the regulations quoted above.

Respectfully,
C. L. ALSBERG,
Chief.

52. Statement of contents made by means of perforations are not plain and conspicuous.

Dear Sir:—Replying to your communication, there is inclosed a copy of Food Inspection Decision No. 154 containing the regulations under the amendment to the Food and Drugs Act requiring a statement of the quantity of the contents upon food products in package form.

Inasmuch as the statement is required to be plain and conspicuous, statements made by means of perforations in the label or wrapper are deemed not in compliance with this requirement.

Respectfully,
C. L. ALSBERG,
Chief.

53. Bottled-in-bond goods and bulk packages bearing internal-revenue brands not exempt from requirements as to declaration of contents.

Dear Sir:—The marking of the quantity of the contents upon all packages of food products should be in conformity with the regulation as given in paragraph c of Food Inspection Decision 154.

No decision to the contrary has been rendered regarding the marking of bottled-in-bond goods and bulk packages bearing internal-revenue brands.

Respectfully,
A. S. MITCHELL,
Secretary Committee on Regulations, Net Weight and Volume Law.

54. The term "stringless" not applicable to any one variety of beans.

Dear Sir:—This bureau has taken up the question of the meaning of the term "Refugee Beans" with the Bureau of Plant Industry.

The term "Refugee" is a class name applied to several distinct horticultural varieties of beans which vary markedly in the quality of stringiness.

As was explained in the bureau's letter of a few weeks ago (Bureau of Chemistry Service and Regulatory Announcements No. 3, letter 19), the age of the pod is an important factor in determining the amount of fiber or stringiness in the bean. Some varieties develop fiber earlier than others, and on this account those varieties which are slowest in developing the fibrous character are classed by seedsmen stringless varieties of beans. It is not thought that the term "stringless" should be confined to any one variety of bean.

Respectfully,
C. L. ALSBERG,
Chief.

55. Tomatoes with puree.

Dear Sir:—Your letter inquiring as to the attitude of the bureau regarding the sale of tomatoes with puree is at hand.

It is the understanding of the bureau that the term "puree" implies a certain degree of concentration. A product consisting mainly of tomato pulp which has been put through a cyclone or a cyclone and finishing machine would hardly be entitled to the name "puree."

There appears to be no objection to the sale of tomatoes with puree made from trimmings under the label "Tomatoes with Puree," provide the statement that the product is made from trimmings is printed in a conspicuous manner.

One label has come to the attention of the bureau which bears the legend "Puree from Trimmings with Tomatoes" on the face, while the other face bears a picture of a whole tomato, above which is printed the name of the brand and below the name of the canning company. Such a label is not regarded as proper, but no objection will be made to it if the legend "Puree from Trimmings with Tomatoes" is also printed across the face bearing the picture of the tomato.

Respectfully,
C. L. ALSBERG,
Chief.

56. Meaning of the term "orangeade."

Dear Sir:—Receipt is acknowledged of your letter requesting information concerning the labeling of an orange beverage. It is noted that you state the product is made from orange peel, orange juice, citric acid, sugar, water and color, and that you have requested information as to whether or not the word "orangeade" may be properly applied to this product.

In reply you are informed that it is the opinion of the bureau that the word "orangeade" should be applied only to a product consisting of orange juice, sugar and water, flavored with more or less orange peel. The above product, which contains citric acid as a substitute for orange juice, would not, in the opinion of the bureau, be properly described as orangeade. It should be plainly labeled to show that it is an imitation or compound. If the product is termed a compound, the ingredients used, including artificial color, should be plainly stated on the label in connection with the term compound.

Respectfully,
C. L. ALSBERG,
Chief.

57. Meaning of the term "orangeade powder."

Dear Sir:—You are informed that, in the opinion of the bureau, it would not be proper to apply the term "orangeade powder" to a product made by mixing citric acid, oil of orange and artificial color. Such a product might be sold under a label which clearly indicates it to be a compound or imitation, as provided for in section 8, paragraph 4, under foods, of the Food and Drugs Act. If labeled as a compound, the ingredients should be stated, including the presence of artificial color.

Respectfully,
C. L. ALSBERG,
Chief.

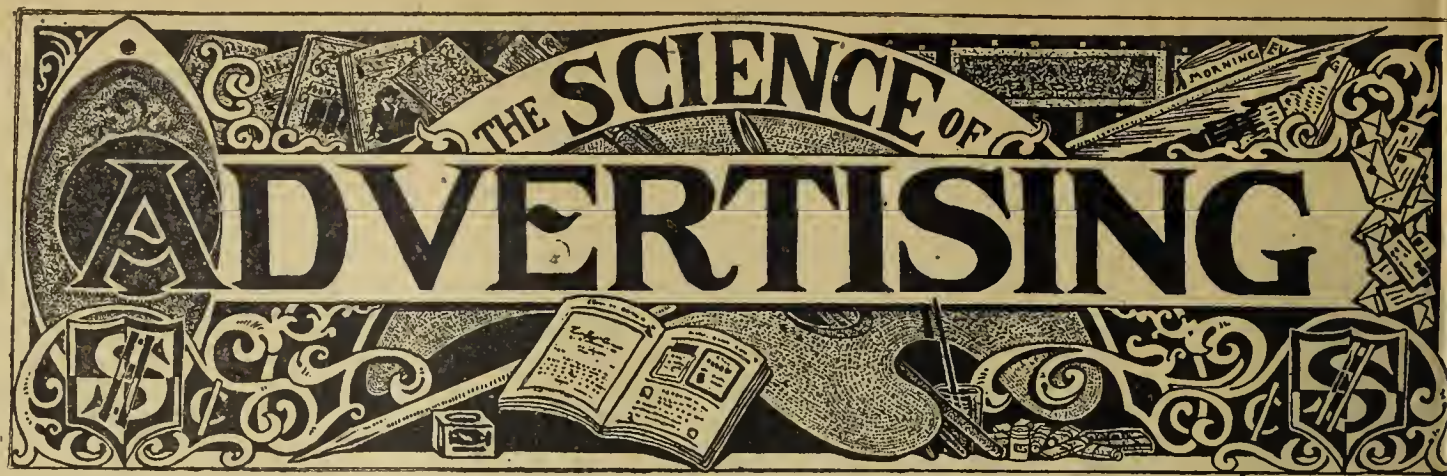
58. Calculation of gluten or protein in gluten flour and other wheat products.

Dear Sir:—It is still the practice of many manufacturers and dealers in cereal products to calculate the percentage of protein or gluten in wheat flour and gluten flour by multiplying the percentage of total nitrogen in the product by the factor 6.25.

At the time of the adoption of certain food standards by this department (see Circular No. 19, Office of the Secretary of Agriculture) this factor was generally used, but subsequent investigations have shown it to be incorrect, and in 1911 the Association of Official Agricultural Chemists adopted the factor 5.70. Regulation 4 for the enforcement of the Food and Drugs Act prescribes the methods of analysis adopted by that association for the examination of food products in connection with the enforcement of that act.

It is, therefore, the opinion of this bureau that all statements of protein or gluten content on labels of wheat flour, gluten flour or other wheat products should be calculated by multiplying the percentage of nitrogen, as determined by the Kjeldahl or Gunning method, by the factor 5.70, and after June 30, 1915, this bureau will regard as misbranded such products in which an excessive amount of gluten or protein is declared on the label owing to the use of the incorrect factor 6.25.

Respectfully,
C. L. ALSBERG,
Chief.



Pittsburg, Pa., July 1, 1914.
Editor "Science of Advertising."

Dear Sir:—Inclosed find one of our weekly price lists, to be used in the "Science of Advertising" page of your paper.

Yours truly,
HUEY & MATHEWS.

Huey & Mathews have a chain of six stores in the East End of Pittsburg. The circular which they send measures 9 x 12 inches and is printed in black on white paper of rather poor quality. Better paper, gentlemen, would enormously strengthen the impression created by this advertising. Here is the reduced reproduction:—

little spacing between the lines, which are mostly the full width of the sheet, and all this makes a very hard-reading combination. It is a fatal mistake to set an advertisement that way, for obviously you must make it as inviting as possible.

This is typical chain store advertising, and I have no doubt, generally speaking, that it pays, since almost all the large chain store systems use advertising much like this, and have done so for years. It has come to be a style typical of chain stores rather than of single stores. I believe I could greatly improve this advertisement, however.

means nothing to anybody. But if you pick out your 10-cent grade and talk about that—how fine it is, and why it is how superior to other 10-cent salmon, then you have a direct appeal that ought to sell salmon. To further strengthen it, I should put less stuff on the sheet, use larger type, put more spacing between the lines and use columns only half as wide as the sheet. I mean columns the width of "Regular 10-c. glass of jelly, half price," rather than columns that go clear across. Leave yourself space enough to say a little more for the goods you are offering, and the pulling strength of your advertising ought to be doubled, at least. Huey & Mathews cannot only, in my judgment, help the business getting the powers of their circular by changing it as I suggest, but they can give it a very much better appearance, suggesting a higher grade business. There is very much indeed in the appearance of the advertising that a store regularly issues in settling the store in a fixed place in the mind of the public. If it is cheap looking, the store is apt to be considered that way by the people who see the advertising. If it is carefully prepared, well printed and looks well, people intelligently get the same impression regarding the store and the business, and would much rather they had that impression of my store than the other one.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Corn, Always Palatable, Reaches Perfection in "Corn Puffs."

By the time you read this most of you will have been told something about Corn Puffs, the newest thing in corn, and one that will prove a welcome addition to your stock. It is one of Prof. A. P. Anderson's creations, put out by the Quaker Oats Co., who say that "you have never known any product of corn anywhere near so delightful. The toasted corn flavor is brought to its fullness and it comes in fragile globules ready to crush at a touch."

It is being extensively advertised to your customers and the fact that the Quaker Oats Co. is behind it is sufficient assurance that every phase of the work will be well done.

Now would seem to be the proper time for you to stock up.—Adv.

Lakeside Grape
Juice, Pints 20c
Quarts 35c

At All Our Stores

WHERE QUALITY COUNTS

Dry Beef, 15c 1/2 lb.
This Dry Beef is selected
with the greatest care.
Fresh every day.

CONSIDERATION.

In making up our list of Specials there is no haphazard selection, but careful planning and thoughtful choosing of such articles as are best calculated to meet the requirements of our patrons.



Any two of
these packages
15c

| | | | |
|---|---|--|---------------------------|
| Best Lump Laundry Starch, this week | | 8 lbs for 25c | |
| 25 stamps with 4 pounds Japan Rice | | 25c | |
| 15 stamps with each package Honey Crisps, the popular breakfast food | | 10c | |
| Regular 10c glass of Jelly, half price | 5c | Regular 15c jar Jelly; half price | 2 for 15c |
| 5 stamps with each bottle Pickles | 10c | Regular 5c glass Mustard | 3c |
| 20 stamps with each can Cocoa | 20c | 10 stamps with each can Cocoa | 10c |
| 20 stamps with each cake Chocolate | 20c | 10 stamps with each cake Chocolate | 10c |
| Picnic Plates | 5c doz | Lunch Paper, will keep your lunch sanitary and moist | 5c per roll |
| 10 stamps with each bottle Root Beer Extract | 10c | 10 stamps with each bottle Lemamel | 10c |
| 10 stamps with each bottle Olives, stuffed or plain | | 10c, 15c or 25c | |
| LOOK MEN! SPECIAL FOR THIS WEEK ONLY, FIVE BROTHERS TOBACCO | | 7c PACKAGE | |
| High grade Salmon | 10c, 13c and 15c | Best Red Salmon | 18c and 20c |
| 15 stamps with each pound Diamond Coffee | | 80c | |
| 60 stamps with each full pound Diamond Blend Tea | | 60c 1b | |
| 30 stamps with each 1/2 pound Diamond Tea | | 30c | |
| Our Tea like our Coffee are selected with great care and are sure to please. We will willingly refund your money if you do not like the flavor. | | 15c | |
| 40 stamps with each full weight 3 lb roll Blue Grass Butterine | | 60c | |
| 10 stamps with each 1 lb roll Blue Grass Butterine | | 1 lb roll 20c | |
| You can reduce your butter bill by using this goods and you will appreciate its fine flavor and freshness. | | | |
| 40 stamps free with each pound Huma Blend Tea. Mixed or Assam, have your choice | | 40c 1b | |
| 5 stamps with each dozen Sweet, Split or Sandwich Rolls, baked fresh every day in our own bakery "Where Quality Counts" | | 10c doz | |
| Root Beer Bottles | | 65c doz | |
| Jelly Glasses | | 20c doz | |
| Parowax | | 10c cake | |
| 5 stamps with each loaf | PULLMAN BREAD, This is a large sandwich loaf, made of pure materials, BAKES 20 SANDWICHES | Friday Only | 8c |
| Bread, Our bread is made from pure materials, and best of all it is made clean. You will save time, money and trouble when you buy a loaf. | | 5c and 7c | |
| 15 stamps with each pound | GOOD | 20 stamps with each pound | 25 stamps with each pound |
| Special Blend Coffee | Drinking Coffee | Huma Blend Coffee | Golden Blend Coffee |
| 28c 1b | 20c 1b | 32c 1b | 35c 1b |

BAKERY GOODS AT SPECIAL PRICES THIS WEEK
Fancy Layer Cakes, six kinds to choose from - each 15c
Large size and made from the same pure goods we sell in the stores.

OUR BAKERY SPECIALS FOR SATURDAY ONLY
Raisin Bread, best and largest loaf in the city - 5c
10c Cinnamon Cakes, made to please you, our price 7c
All our stores will close at Noon Saturday, July 4th. Open late the evening before. If possible have your orders delivered Friday to avoid the rush.

HUEY & MATHEWS, CASH GROCERS

INCORPORATED
Lang Ave. and Monticello St., Bell Phone Hilland 5946
323 Brushton Ave. 6532 Frankstown Ave. 5805 Penn Ave. 7910 Frankstown Ave.
Bell Phone Wilkins 1043-W Bell Phone Hilland 9327-J Bell Phone Hilland 5616-R Bell Phone Wilkins 1945-B
Six Big, Bright, Busy Stores in the East End

The minute I saw this circular I was struck with how hard it was to read it. There is a lot of small type in it, very

To begin with, there is no advertising at all, in my judgment, in "High-Grade Salmon, 10c, 13c. and 15c." That

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.



B. T. BABBITT, Inc.
NEW YORK CITY

What Would YOU Do?

¶ If you, Mr. Grocer, were in our place, and KNEW you were giving better than market value, how would you go about it to drive that fact home to your customers?

¶ Would you send out men with samples? If we were to do that, our selling cost would swell so we could not continue our lower prices.

¶ Would you pay railroad fares to bring in the buyers? That, too, would help lose for us an advantage that makes our **BETTER VALUES** possible.

¶ What more can we do than send our monthly catalogue of general merchandise having our guaranteed **NET PRICES**, and invite buyers into our houses where every article is priced in **PLAIN FIGURES**?

¶ Our August catalogue is ready. Be sure you get one. So is our new Fall and Holiday merchandise. Be sure you see it.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



CCLXX.—A Sample Damage Suit Against an Employer for the Acts of an Employee.

When an employee or agent of yours, out of zeal in what he believes to be the protection of your interests and your property, has somebody arrested for supposed stealing of goods, or trespass, or some other offense against your business, and the arrest proves subsequently to have been without good reason, when can damages be recovered against *you* for false arrest, and when must the victim get his damages, if he is entitled to any, from the employee that had him arrested?

This question always presents itself in such cases, mainly because the employer is usually financially responsible while the employee is not. The theory which victims of false arrests always invoke, when they can, to make the employer liable, is that an employer is responsible for the acts of his employees, when those acts are within the scope of the employee's authority. The conventional defense of the employer, when sued in such a case, is that the arrest of the plaintiff was not within the scope of the employee's authority, therefore the employee is alone responsible.

A case has just been decided which lends point to this discussion. Dilworth Bros. Co. are Pittsburg, Pa., wholesale grocers, and had an employee named T. P. Walsh. L. Goldsmit & Bros. were wholesale tobacco dealers, also of Pittsburg, and doing business within a short distance of the Dilworth business. One day a messenger boy went to the Goldsmit store with an order for some tobacco, purporting to bear the signature of Dilworth Bros. Co. The Goldsmit clerk for some reason suspected the signature and telephoned the Dilworth firm about it, receiving information that no such order had been issued. The messenger boy was then held while Walsh, the Dilworth employee, came over. The boy said

two men in a back street had given him the order, and just then two men passed in the street. The boy pointed them out as the men who had given him the false order. They were reputable business men, but Walsh nevertheless had them arrested as the perpetrators of the fraud, and they were taken in custody and held for some hours. Then they were released and promptly sued Dilworth Bros. Co. for damages for false arrest, on the above-stated theory that Walsh, in having them arrested, was acting on behalf of his employer and was therefore within the scope of his authority. This made them responsible for his acts.

The case was tried before the lower court, and resulted in a verdict that Dilworth Bros. Co. were not responsible. It was appealed, and the Supreme Court has now also decided that the Dilworth Co. was not responsible. In its decision the Appeal Court cites a number of English cases as well as cases from all over the United States, so that the case becomes one of National authority.

The reason for the decision both in the lower and in the higher courts, that in this case—unlike hundreds of other cases which have been decided the other way—the employer was not responsible, makes clear the very crux of the law as to holding an employer liable to third persons for the illegal acts of his employee. Here is what the court laid down as the general principle:—

The defendant (Dilworth Bros. Co.) could only be made liable for the unlawful act of its employee when such act was expressly authorized or was ratified by the defendant or was done by the authority implied in the duties and powers of the employment. The general rule is that the employer is responsible for all acts done by the employee in accordance with the express direction of the employer and also for all acts done in the management of the employer's business within the scope

of the employment, but when the act was not expressly authorized or was outside of the implied authority, the latter is alone responsible if the thing done be unlawful. Authority has been implied in numerous cases, but these all arose out of efforts of the servant to protect or recover property of the employer or to protect the employer's servants or business. One of the cases cited went so far as to hold that an employer was liable for the act of a servant in causing an arrest not involving the loss or recovery of property or the protection of the employees or property of the master.

This, being applied to our case, means that if an employee sees a thief stealing out of his employer's stock, and having him arrested is the most practicable way to protect or recover the goods, then he is justified in doing it, and if the arrest subsequently proves to have been unwarranted, the employer must pay damages if anybody pays them, because the employee was acting directly within the scope of his duties, one of which was certainly to see that nobody stole his employer's property.

But when nobody is stealing his employer's goods, and the goods are not in danger, then an arrest by an employee is not within the line of his duties, and the employer is not responsible. As the decision in this case puts it:—

If the arrest is made by the agent in the absence of the principal for the protection of property that is in danger, and in some cases where the arrest was to recover the property, or when the crime was at the time being perpetrated, authority may be implied, but where the act is done for the punishment of the supposed criminal or the vindication of the law, it is the individual act of the servant and not of the employer, and the latter is not liable.

A careful examination of the evidence does not disclose any facts from which it should be inferred that either Walsh or Collins (another employee of Dilworth Bros. Co.) was acting under the implied authority of his employment in causing the arrest of the plaintiff. The defendant had lost no property nor was it in danger of such a loss. The order presented to Goldsmit Bros. neither caused a loss to that firm nor to the defendant. The attempted fraud was promptly detected by Goldsmit Bros., and what-

ever offense was committed by the maker of the order was a past transaction when Walsh and Collins came onto the scene.

There are times when one's employees have to act quickly, and when arresting somebody seems the only practical way to avoid loss for their employers. As I explained in my previous article, issuing a warrant of arrest is always a serious and dangerous business and should never be done where there is any other way of accomplishing the result. Where an employee has somebody arrested merely in order to punish him for doing something in the injury of his employer, and the arrest later turns out to have been a mistake, the damages must come out of the employee, and not out of the employer.

Where the arrest is done to protect the property of the employer, which will be endangered if the arrest is not made, and this too turns out to be illegal, the damages come out of the employer, and the employee is regarded as a mere agent.

To sum the whole thing up, an employee makes his employer liable for a mistaken arrest or other illegal act against a third person only when that act is done in order to protect the employer's property against a threatened loss or injury. When the loss or injury is past, and the employee seeks only to punish the perpetrator, his arrest of the latter, if illegal, does not make the employer liable because the employee has no right to cause arrests for any such purpose.

(Copyright, August, 1914, by Elton J. Buckley.)

Question: R. A. Bates, Cowart, Pa.—We have a number of customers who send their children after tobacco. Is it unlawful to deliver tobacco to children if you are sure their parents sent for same?

Answer.—In Pennsylvania the acts of 1889, 1901, 1903, 1905 and 1913 govern the sale of cigarettes and other tobacco products to minors. The clear idea running through all those acts is that what is intended to be prohibited is selling or giving the goods to minors for their own use. When it is shown that a minor is coming for a tobacco product only as the agent or messenger for some adult, my judgment is that there is no violation of law in giving it to him. I advise being very sure, however. The best way is to require a written order from the parent.

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

Some Suggestions How to Meet the Impression That Coffee is Harmful.

By WILLIAM B. HARRIS.

The grocer has recently seen so many articles in the papers and heard so much as to the injurious effect of coffee on the nerves of the average person that he is often at a loss to know what to say to counteract the impression that is being created very largely in the interests of the dealers who are selling cereal substitutes.

No one denies the fact that there are some people so constituted that they ought not to drink coffee. Where a person is physically weak and possesses nerves that are unbalanced, and finds in consequence the results from drinking coffee are unsatisfactory, he should without question leave the beverage alone.

There are a great many people who are forced from one cause or another to deprive themselves of certain food products. Doctors frequently tell patients that they must not eat starchy foods or they must not eat acid foods, and where coffee is included, on account of the physical condition of the patient, there is nothing else to do but give up. Sanitariums and hospitals are built for persons of this description. The strong healthy busy world, on the other hand, drinks coffee and then drinks more coffee, and it consists of the people who are doing things worth while.

It must not be overlooked, however, that the making of coffee has a great deal to do with its effect on the system. Coffee, like other food products, must be carefully prepared, and this fact is in many cases overlooked. Whether or not the caffeine in coffee is an objectionable property is a disputed question. Much has been written to the injurious effect of caffeine on the system, but there has also been as many experiments made and as much written on the

other side of the question to the effect that the system is benefited by the stimulant in a cup of coffee

from which there is apparently no reaction. There is much to be said, however, that coffee to be properly made should be quickly made. Where the ground coffee is put in a pot on the stove and allowed to boil indefinitely both the aroma and cup character are spoiled, and we find that there is extracted a larger percentage of caffeine and a larger amount of tannic acid. If these substitutes do effect the system unfavorably, then the coffee should be prepared as quickly as possible so as to extract the smallest quantity of both substances. If this is done there are very few persons who will find that coffee bothers them in the slightest degree, and not only this, but they will also

find the beverage very much more palatable.

The dealer, therefore, should endeavor to impress upon his customers the desirability of more care in making coffee. The coffee pot should be free from every particle of sediment that is sometimes found where the pot is not properly cared for. The water should be fresh and boiling hard. The coffee should be fine ground and the beverage should be quickly made and the grounds removed. Making coffee is considered such a simple matter that very often the fact that the entire process must be carefully watched is overlooked, and the resulting beverage in consequence is far from satisfactory.



HANDLE YOUR ACCOUNTS AND RECORDS THE

NEW and EASY WAY

In the past eleven years more than 100,000 merchants in many different leading lines of business discarded the old bookkeeping methods and installed the **new** and **easy way** of handling accounts and records.

The following is a list in part of some of the different lines:—

*General Merchant
Hardware
Drug
Commissary
Dry Goods
Lumber
Furniture
Provision
Laundry
Contractor (Time and Stockkeeping)
Coal, Ice and Transfer
Jeweler*

*Manufacturer (Stock-
keeping & Inventory)
Garage
Dairy
Tailoring
Confectioner
Plumber*

*Shoe
Music
Book Store
Electric Goods
Flour and Grist Mill
Wall Paper and Paint*

This New Style Expansion Register→

contains a minimum of 220 regular accounts and can be expanded to a maximum of 860 regular accounts. Expansion possibilities 640 accounts. Built and finished to suit your business.



With Only **the McCASKEY SYSTEM** The End of Drudgery

FIRST AND STILL THE BEST!

is the **new** and **easy way** and can be fitted to your business, large or small.

Let us explain what the **McCaskey System** will do for you. The information we can give will be worth real money. Don't delay, but write to

The McCaskey Register Co., Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Minneapolis, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati; Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The largest manufacturers of carbon coated salesbooks in the world



IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



Here's A Law We All Need Bad.

When I get to Congress—have to get there pretty quick or I'll be too fat to go in the door—I'm going to pass a law letting other people butt in when a fellow starts to get married to some woman that he hadn't ought to marry.

You can't do that now, and my law's going to be the biggest thing that anybody ever put across. When a man starts out to get married now, ten chances to one he'll pick the last woman in the world that he ought to take up with.

And we've all got to stand by and see him do it without raising a kick. As it is now, it ain't any of our business. All right, my law is going to make it some of our business.

I'll wait a minute till the clapping is over. Much obliged.

There's many a fellow that has married a big bust and got darned little else. A big bust is all right in its place, but it ain't the whole thing.

These solemn remarks, gents, have come about because of the hole a fellow I know is in because of the messy hitch he made. He ain't a customer exactly, though I do sell him a bill once in a great while. Still I know him pretty well and know all about his case. Understand, he don't know he's in a hole, but all the same he is.

He's got a retail store in a good-sized town up in Montgomery County, Pa. His father paid \$2,000 for a half interest in it for him. The thing wasn't big enough for two and father put up another \$2,000 and bought the other half, so now the boy's got the whole thing. It takes some store in a country town to bring \$4,000 and this is a good stand. There's a grand living in it for one man.

About a year ago he got married. Before I go on from there I want to say something more about him.

He's a good bit of a sport. Nothing rough, you understand, but he likes to run up to the city once in a while with a gang and stay over night. When he does that he's apt to blow in too much money and maybe hit 'em up a bit.

He's so blamed good natured that you can sell him darned near what you want to. Half the time he buys too much, and he's got a thousand dollars too much tied up in stock right now.

He's as careless as the devil about his books and about all his money business. Lets his books run down and his collections too. As long as he has a little bunch of coin in the bank, everything's fine. All of a sudden, a lot of bills will come due and then it's a mad scratch to get in enough to pay 'em. Nothing steady about it—first a loaf then a hustle. That ain't the way to run a business.

The fellow is a peach of a worker when he wants to be, and as a salesman nobody in the place can touch him. What he's always needed is a manager, if you know what I mean. Somebody to keep him down and keep him up. Put a halter on him and drive him along and he'd be a big winner.

All right, now we've got him going out to get married. Suppose I'd been to Congress and had got my law. It's up to me and the rest of the committee—I'm going to be the chairman, though, or I won't play. What? No, I ain't too fat to be the chairman, neither! It's my scheme, ain't it? All right, then you shut up! I'm chairman of the committee to pick the wives! That being settled, I'm out to pick one for this fellow. What kind ought he to have? He ought to have one of these nifty little managers, like a girl, say, that has taught school for five or six years. One of these little dames that are on the job. The kind that can keep

books and run things if she has to. Nothing flighty or up in the air—she knows how to get a dollar's worth out of a dollar because she's been doing that for herself. A neat clean little thing with something in her skull besides air.

There's plenty of 'em like this. Maybe they ain't got a bushel of bust wobbling all over the streets, but they're there with the real goods every time.

Did my young friend pick one like that? He did not. He picked one that was below par everywhere he was, and then some. He picked one that wouldn't go in the store to help wait on trade, or on the books, because first she didn't know how and second that ain't what she got married for. She was a minister's daughter who had been brought up a lady! She didn't know anything about business and she didn't care anything about business. When it came to business she was the same neat little help that a big stone is when it's hung around the neck of a fellow in a swimming race.

And as for money, she was a bigger flinger than her husband. Manager? Sure, she'll manage to get him in the poor house before she's through. I say that she's the last girl in the world that he ought to have saddled himself with—the very last. Instead of bolstering him up where he needs to be bolstered up, she simply makes him worse than he was before.

I will say she has some shape, but shucks! Shape's all right, but good Lord it ain't everything. Sometimes it ain't *anything*!

I ain't meaning to say anything against her. She's a clever girl—good-looker and all that—thinks a heap of Sam, too, and he thinks she's a queen. But she ain't the woman for him and if I'd had my law she wouldn't have got him.

The quicker I get to Congress the better for everybody, I'll tell you that. THE STROLLER

Pennsylvania Organization Notes.

The Butler association has a convention club of twenty formed and it will attend the convention body.

The Pittsburg grocers' picnic July 22d at Westview Park was a big success. It is estimated 25,000 persons were present. There was some picnic. C. M. Weaver and William Smedley were present by invitation.

A feature of the day much appreciated by the large crowd was the free lunch served to all comers. From 11 o'clock A. M. until noon a fall lunch was handed out with a prodigal hand. It was good lunch too. President Durbin, secretary C. A. Bell and chairman Don were ably assisted by a committee of one hundred willing workers.

The Pittsburg association will send a big delegation to the Philadelphia convention. It is expected that the delegation will come by automobile.

Secretary Spotts, of Tarentum, was a visitor at the Pittsburg picnic. Secretary Spotts is president of the Pennsylvania Secretaries Association and he promises a programme for the annual meeting.

The Pottstown association will hold its annual outing on August 6th.

The Pottsville association will hold its "day out" on Thursday, August 20th. This is Pottsville's big event. All stores close on that day and if you want to find a Pottsville merchant you must attend the outing to do so.

Pittsburg butchers gave a picnic on July 22d at Idlewild. It was largely attended. Among the attractions was an ox roasting and calf dressing contest and free lunch. Attendance, 15,000.

The annual outing of the Northern Cambria Business Men's Association was held on July 30th at Sunset Park. Music was furnished by the Hastings Band. There was a big ball game, a shooting match and a picnic. The following towns participated:

ton, Hastings, Barnesboro, Cartown, Spangler and St. Benedict. was a big success.

The Butler Grocers' Association are a splendid picnic on July 22d at a local park. Stores all closed and the event was one that the grocers feel mighty proud of.

The Butler Merchants' Association have raised over \$500 with which to entertain the guests of a picnic, which will be held in the latter part of August. All the amusement features of the park will be free and lunch will be served at all corners.

Mr. W. J. Troutman, the new president of the Butler Business Men's Association, is a live wire and a great believer in organization.

While in Butler we met ex-president Patterson. We hope to meet him again at the convention. He has just moved into a new building one of the most complete furniture establishments we have ever seen.

We spent a day with the newly formed Johnstown association and had the pleasure of meeting the officers and directors. This is a live wire organization and if it is met a big success it will not be the fault of Secretary McGarry. We have arranged to spend two days with this association, viz., August 5th and 6th. A meeting will be held on the latter date. The association now numbers 138 and will reach the 250 mark before the convention.

Organizer Smedley will address the merchants of Kittanning on August 4th.

Judging from reports already received the Philadelphia convention will be a great big event. Every reader of the "Modern Merchant and Grocery World" is invited to be present.

If this item meets the eye of a merchant in an unorganized town in Pennsylvania, please take it as an invitation to attend the merchants' convention at Philadelphia on September 7th, 8th, 9th and 10th. Come and catch the spirit of organization. If you do you will return to your home determined to organize your fellow merchants. Depend upon it, we will help you.



"As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you LOSE MONEY. FRANKLIN CARTON SUGAR enables you to make a PROFIT instead of a LOSS, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON keeps it clean. All our customers like it and I'm sure you will if you try it."

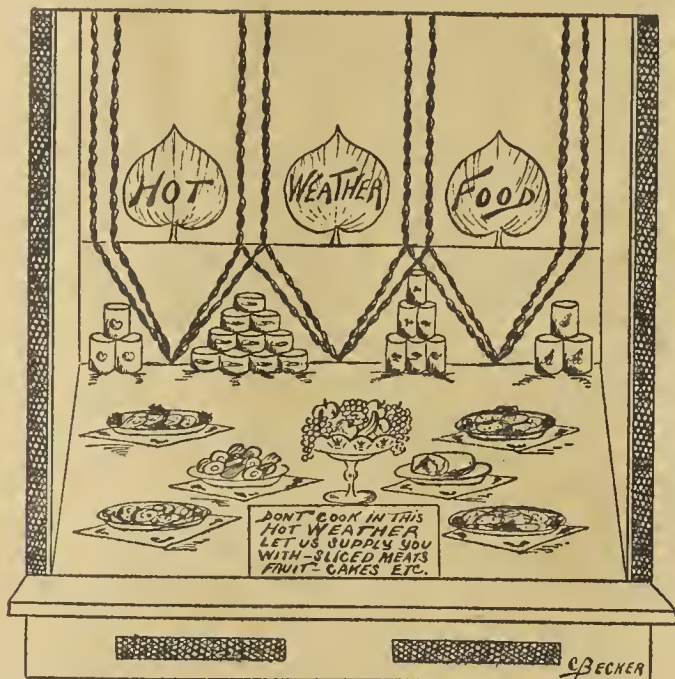
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Two Seasonable Trims

No. 1.

During this hot weather nobody cares to cook. Cold sliced meats and fruit, with dainty cakes, make a tempting lunch. To arrange this trim: First cover the bottom of the window with white crepe paper. In the center, in front, place a large neat sign card, with lettering as in illustration. Place white paper napkins around on the bottom and on them display sliced beef loaf, tongue, ham, etc., in platters garnished with some fresh parsley. On two of



the plates place small dainty cakes and pound cake. In the center on a tall dish display fruit. Place some crepe paper across the window at the rear, use white for this, same as bottom. Cut some pale green crepe paper in long strips, about two inches wide, arrange them as in illustration. Place pyramids of canned goods under the twisted strips, in the spaces as in illustration, display salmon, lobster and canned fruit. Out of black glazed paper cut the letters to spell the words as illustrated. Place the letters on three very large palm-leaf fans and place them as in cut.

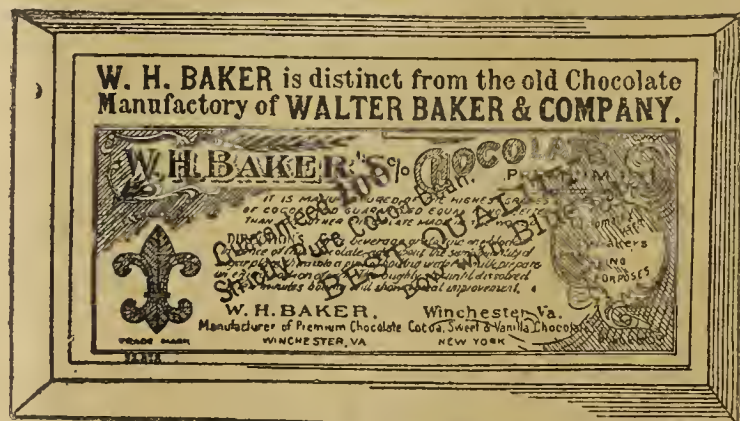
No. 2.

Rice is always a good article to display, but especially now, when a great deal of it is sold every day. To arrange this trim, first cover the bottom of the window with dark blue crepe paper. In the center, on a paper napkin, place a nice casserole, to suggest the tasty and delicious pudding. In front of it place a bottle of vanilla, a can of evaporated milk and a plate of raisins. On each side of paper napkins place a large pyramid of rice. At the back



these place pyramids of the rice in one-pound bags. Use some of the blue crepe paper for across the bottom of the window at the rear; but before you tack it in place, first lay it on a flat surface, like a table or counter, and with a brush and some glue paint the letters as in illustration. Sprinkle the letters with the rice. Leave it lay long enough so the rice will stick fast; when thoroughly dry place it across the bottom of the window at the rear and finish at the top in the corners with twisted strips of the same.

W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
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and Canada.

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European War's Effect Upon Markets in Foreign and Domestic Products.

Every Foreign Product Either Withdrawn or Sharply Advanced.

Cause is Difficulty of Shipping. High War Insurance and Advanced London Exchange. Most Foreign Products Will Be Unavailable, Outside of Spot Stocks, Until War is Over. Domestic Products Chiefly Affected Are Those Having Foreign Demand, Which is Temporarily Destroyed. Result is Probable Price Reductions. Detailed Statements as to Food Products, Dry Goods, Hardware, Shoes, etc.

The principal question of interest to the trade at the present time is the extent to which the European war situation is going to affect the markets in this country, not only for such staples as are brought over from abroad, but domestic products.

Most markets have been seriously disturbed during the week by the outbreak of war, and unless the conflict comes to a speedy end, the chance is that they will become more disturbed, with a general advancing tendency in prices.

As a general proposition, it may be said that every foreign food product which is accustomed to be brought into this country will be unavailable for the present, so far as getting any new supplies is concerned. Of course, in many lines there is stock on spot which will advance; in fact, has advanced in many cases already. New goods, however, will not be presently available for several reasons.

The first is the difficulty of getting vessels to bring them over. There are vessels available, but they hesitate to go out because foreign cruisers of the combatting countries are going about in search of whatever prizes they can find. As a result of this insurance companies have all announced enormous advances in war insurance, and shippers cannot afford to pay it.

Another reason is that the business in many foreign products is done on the basis of London Exchange, which has sharply advanced since war broke out, and may advance further. Any advance must be added to the cost of the goods, and this, with the increase of war insurance on shipments, would probably make prices in this country so high that nobody would pay them.

There are exceptions to this, such as tea and coffee, which are not produced in this country,

and which, therefore, will be bought here no matter what the price becomes.

As to domestic products, there are two main factors in the situation. For many of these products there is a regular export demand. That will temporarily be cut off for the same reasons which prevent foreigners from sending their goods here. This will throw an increased supply of domestic goods upon our own markets and will almost certainly depress prices. The other factor is that on account of the general uncertainty in business a great many American buyers are curtailing their purchases to a very large degree, and this may still further tend to depress the market and reduce prices.

Probably the most directly affected product in the grocery line has been coffee. Immediately after war was declared the coffee market slumped, and all grades of actual coffee made a very sharp decline. As soon as the situation hardened a little, however, the market not only recovered all it had lost, but more. The New York Exchange closed and almost all speculation has ceased for the time being. Brazil coffees have advanced from the low point from 2 to 3 cents and mild grades at least 1 cent. Mocha has also very sharply advanced. The main reason for the present feeling of firmness is the difficulties that are outlined in the first paragraph of this article—the great advance in the cost of war insurance on floating cargoes, and the increase in London Exchange, on the basis of which all coffee is sold.

The stock of coffee in this country is calculated to last us probably three or four months, which would seem sufficient to prevent any famine.

The following detailed report on the coffee situation has been pre-

pared for this paper by William B. Harris, the New York importer:—

As soon as war was formally declared on the continent, the coffee market broke, options showing a loss of over 150 points in two days. This resulted in closing the Coffee Exchange which will remain closed until further notice. In spite of the reaction in options, spot coffees remained exceedingly firm, no following the decline to any appreciable extent.

Within the past two days there have been advances in actual coffees of from 2 to 3 cents and in some instances, jobbers have withdrawn their coffees from the market or are quoting prohibitive prices. Some jobbing houses will make no contracts, selling for spot cash only.

The greatest activity in months has been noted. Thousands of bags are changing hands, and with each sale all quotations have been placed on a higher level. Exactly where the situation will end it is difficult to predict. Some dealers are looking for a further advance of at least 3 cents a pound. Certainly coffees will be very much higher, should the situation abroad show no improvement.

It is impossible to do any cost and freight business, as importers cannot secure exchange on London. Mild coffees are not at all plentiful, and available lines are being rapidly absorbed. The general opinion is that dealers should secure abundant supplies for the next sixty days, and many jobbers are wiring their out-of-town trade to this effect.

Supplies of satisfactory cup coffees are very moderate and naturally dealers who secure their selections first are likely to find them much better than the coffees that will follow after the selected chops have been taken up.

There is a considerable amount of undesirable coffee in the warehouses that is certain to be offered on this market and dealers should be careful in making their selections so as to avoid such chops.

The visible supply of coffee in the United States is approximately 1,500,000 bags, which is a supply for about three months. Although local buyers are alive to the situation, the market has not yet begun to hear from out-of-town trade. As soon as the roasters from the interior become fully alive to the situation, New York and other markets will be flooded with buying orders, and there will be a clamor which it will be a very difficult matter to satisfy.

That the market is an uncertain one all are willing to admit, and the dealer must in any event use his own best judgment as to what he is likely to require while the market is in its present tense condition. There is very little question, however, but that purchases for the next sixty days are perfectly safe at present prices.

The situation is an extraordinary one, and although it is advisable for the trade to protect itself as far as possible, yet on the other hand, care should be taken not to overdo the matter, as the reaction that will follow any possibility of a settlement of the existing difficulties is apt to be just as rapid as the advance that has recently taken place.

Teas have also been very seriously affected. The spot stocks in this country are very low, and any factor which promises to interfere with them is certain to be regarded as

important. On account of the increase in war insurance and also London Exchange, it is probable that new teas will actually cost, delivered in this country, about cents per pound more than before the war broke out. Old teas are very scarce and are intrinsically worth about 5 cents per pound more than a month ago. New teas on spot also show a very decided advance. The point of the market is the great uncertainty in getting any more teas than are now in the country. In some cases vessels carrying teas, a short distance out of primary points, have been ordered back on account of the danger of capture. Only under extraordinary conditions will vessels come from the tea producing ports to this country while the present war is on. If we are entirely reduced to our present spot stock of teas, prices can, and undoubtedly will, go materially higher.

Imported fish products have been particularly hard hit by the war. The following general statement on the subject has been furnished to this paper by Mr. Gustav Porges, secretary of Strohmeier & Arpe Co., New York City:—

Owing to the present political disturbances in Europe, it is almost impossible for us to-day to give a satisfactory market report. Since the outbreak of hostilities between the various nations in Europe, we were obliged to send two and three and four cables to our friends abroad before we got a reply, and then the reply was unsatisfactory. They could not tell us whether they were able to ship any goods, and which steamers would be leaving if there were any leaving at all, and taking freight. Of course, it is entirely out of question to figure on getting any goods from German ports, but even our friends located in neutral ports are unwilling to commit themselves and promise shipments, because they do not know what the next hour may bring forth and how the situation may change and affect them.

Practically on all food products the prices for stocks on hand have been advanced very materially during the last few days. This particularly applies to goods which come from Germany, and also those coming from France and Russia. We could have sold practically our entire stock of merchandise to speculators, but we feel it our duty to our old clients not to do so, and to keep the stock on hand to be able to supply our regular trade at prices which have been advanced by us only to meet the increased cost of exchange, warage and other incidentals. Of course, we are

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Willys Utility Trucks

\$1350

Three-quarter Ton

Price includes chassis and driver's seat. Body as shown \$245 to \$315 extra, depending on specifications, lettering and ironing. Windshield \$18.50 extra. All prices f. o. b. factory

30 horsepower motor
120-inch wheelbase
Front tires 34 x 4½ inches,
pneumatic
Rear tires 36 x 3½ inches, solid
3-speed transmission

Double chain drive
Double expanding and contracting
brakes
Loading space 48 x 96 inches
Capacity, 1500 lbs.
Complete equipment

This Truck Builds Business and Saves Time

Consider the three-quarter ton Willys Utility Truck just as you consider a telephone.

You have a telephone because you know that its cost is only a small fraction of the cost of the time it saves—and because it gives you the power to talk, quickly and easily, with people too far away to call on.

You *must* use a telephone or be badly handicapped. This was not so years ago. It is so to-day because the 'phone has come into universal use and set a standard that you cannot afford to fall behind. Things change.

Just so with the Willys Utility Truck. Motor trucking is becoming universal in every line of business—in yours. The

Willys saves far more than its cost, in time and in contented, well served customers.

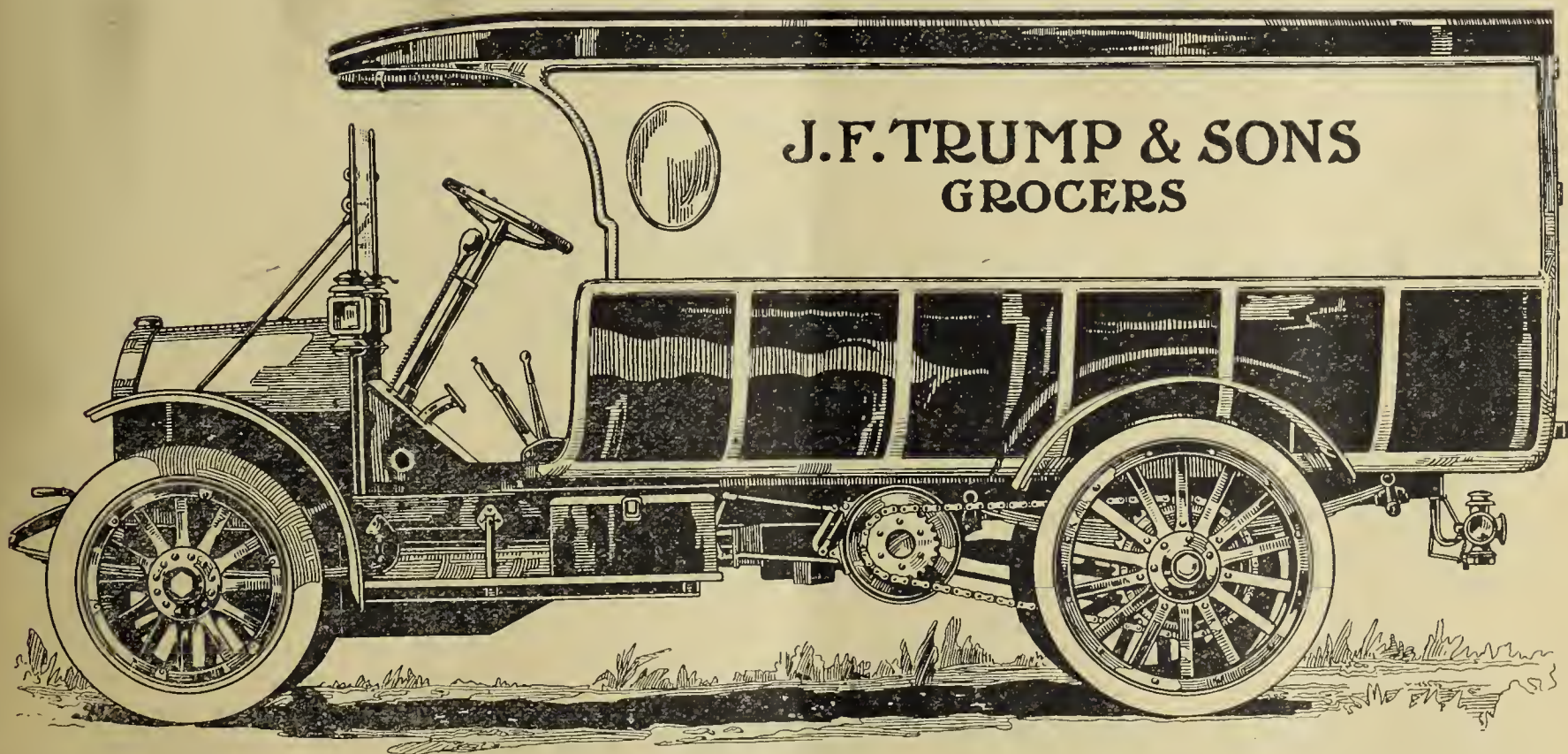
And it reaches out and gets *new* customers that you cannot possibly reach and serve with horses. It builds business and saves time. It multiplies profits. You cannot afford to drop behind the standard it has set.

The Willys Utility is the best proposition on the truck market. It costs thirty per cent. less than others of its size because we are manufacturing in large quantities, and as production goes up, cost comes down. It is a better truck because it is made by a larger, more skilled and better equipped organization.

Get all the facts. Put your delivery on the best modern basis. Investigate the Willys Utility Truck.

Write to-day for catalogs and literature. Special body book on request. Please address Department 176

The Willys-Overland Company, Toledo, Ohio



obliged to cut down all orders, and we are making only percentage deliveries.

It would be useless for us to give any particular report about any special article to-day, because everything in our line to-day is in excellent demand, and stocks of practically all goods handled by us are very limited, and unless further supplies are forthcoming very shortly, there will be a shortage of everything that we handle. Just at this moment we received a cable from our representative in Holland, advising us that up to date the arrival of Holland herrings amount to only 63,389 barrels, against 100,802 barrels in 1913, from which figures it appears that fishing of late has been rather unsuccessful. Our correspondent also cables that reports from Scotch fishing quarters are also very bad. Consequently, the herring market is tending firmer. Besides the quality of the Holland herrings taken was not fit for export. In view of the European disturbances there is all reason to believe that prices for Holland and Scotch herring will advance, if they have not advanced already at this writing.

To this may be added the detailed information that all prices of foreign sardines, including French, Portuguese and Norwegian brands, have been withdrawn. There is no certainty whether there will be any packs in these countries, especially in France, which is one of the belligerents. And even if the war should come to a close within a few weeks, the season would be so curtailed that prices would probably remain high during the balance.

Norway and Irish mackerel will undoubtedly be affected, although they have not been very much influenced as yet.

Although Norway is not among the fighting countries, she is very much interested because her mackerel are taken mostly from the North Sea, where several naval engagements have already taken place. Even if the fishing were not interrupted, the dangers of shipping would be so great that probably no Norway mackerel would be brought here, nor would any from Ireland for the same reason. The same applies to herring from Holland, Scotland and Norway.

Very fortunately, there is this year an unusual supply of our own shore mackerel, which are ruling low in price. How far this supply will go, however, in satisfying the entire demand is problematical.

Domestic fish products have not as yet been interfered with. The main line is salmon, which is just now beginning its season. A very large quantity of salmon has been sold to jobbers, subject to approval of price. Undoubtedly some of these will curtail their orders on

Here Is a Truly Novel Scheme

Pittsburg Department Store Establishes a Children's Store on One Floor and Establishes Child Elevator Starters, Clerks, Wrappers' and Floorwalkers. Sell all Sorts of Merchandise, Mostly Samples From Manufacturers, For "Play Money," Which Can Only be Gotten by Buying Regular Goods at the Main Counters.

One of the cleverest stunts the "Modern Merchant and Grocery World" has seen in a long time was pulled off a few days ago by Kauffman Bros. department store in Pittsburg, Pa. The scheme is described in the following advertisement, which was one of those used to exploit it:—

"Play Store"

(In our new Auditorium,
Eleventh Floor.)

**Closes
Wednesday
Evening**

If your children have not yet visited the "Play Store," bring them in To-Morrow as no "Play Money" will be redeemed after Wednesday.

Hundreds of useful and pretty things will be on sale. Boys and Girls up to 14 years are the customers, and boy and girl clerks are behind the counters. A package of "Play Money" with which the children make their purchases, is given to parents making purchases of 25c or over in any department of "The Big Store."

(Play Store Open Mornings
10 to 12—Afternoons 2 to 4.)

Part of the eleventh floor was practically given over to a children's store. There were children elevator starters for the elevators that took people up to it, children floorwalkers, wrappers and clerks. All sorts of merchandise was on the counters, mostly that which would appeal to children. A large part of the merchandise which was disposed of was contributed by manufacturers in the form of samples. The children cheerfully gave up their play money for it. There were also some articles from the regular stock, mostly small and inexpensive.

In order to patronize the Play Store, a child had to have play money, and the only way to get that was to buy regular goods at the main counters. Every 25-cent purchase got a package of play money. People who saw the scheme worked say there was a surging crowd of children pushing through the store the whole time the plan was on, and a very great apparent increase in the regular business. Naturally the children, being greedy for all the play money they could get, solicited business for the store every minute of the time.

account of uneasiness about business, and this may or may not affect the market to some extent. There is some export demand for salmon which of course will be lost for the time being.

Spices, being entirely imported, have felt the effects of the situation and have very sharply advanced through the whole line. Since war broke out many sellers entirely withdrew from the market, and at least temporarily, the situation is very sensitive.

Tapioca, being another product not raised in this country, also advanced a substantial fraction.

All foreign dried fruits have felt the advancing tendency. Possibly currants have felt it more directly than any other article. Owing to

the improbability of getting in more currants for the time being, sellers of futures have withdrawn their prices, and currants on spot have advanced from 1 to 2 cents per pound within the week. Undoubtedly they will advance further unless the situation is relieved.

Imported raisins, meaning particularly Smyrna Sultanas, have advanced from 1 to 2 cents from the same cause and California Sultanas, which are the nearest thing to currants available, are also a fraction higher.

The situation in prunes is rather unfortunate, from the standpoint of the American holder. Anticipating the usual very large demand from abroad for new prunes, the growers and the packers have been hold-

ing their stocks at exceedingly high prices since the opening of the season. Already, since it has appeared that this foreign demand will either not be forthcoming at all, or will be very seriously curtailed, the market on new prunes has declined at least one-half cent per pound. If the situation fails to clear up very shortly indeed prices will undoubtedly go lower, because, without foreign demand, this year's production of prunes will be much larger for our own use.

The same thing applies in even greater force to California apricots. The bulk of our production of apricots is sold abroad. If the demand from there is not forthcoming, apricots will be a drug upon the American market.

To a certain extent the same applies to evaporated apples. The business on futures has been brought to a standstill on account of the European conditions. Exporters are doubtful of being able to make shipments and are therefore taking no business. As a matter of fact, they could not get a market even if they would take it. The market is easy on this account.

As to fresh apples, they, too, will feel the effects. There is an enormous crop of apples this year, as told in detail in another column. If the usual large export trade in apples is lacking, the supply left for our own consumption will be enormously in excess of ordinary requirements. Prices will very likely suffer in consequence.

Another line to feel the effect of the war is flour. When the war first broke out the wheat market advanced very greatly and flour prices usually followed. Prices jumped about \$1 per barrel. Later, however, wheat declined, and so did flour, losing probably 75 cents from the original advance of one dollar. Later, though, it advanced 50 cents more, and at the present writing is about steady, but sensitive enough to change almost at any moment. The wheat market is undoubtedly much easier than it was, and by the same token so is flour. If anything occurs to interfere with our shipments of wheat abroad, the market will undoubtedly decline very greatly here, as will the market for flour. A more desperate effort, however, will be made to prevent interference with wheat shipments than in the case of shipments of other products, for the reason that wheat is a war necessity and for

gners want all of ours which they
n get.

No effect has been experienced
yet upon domestic brands of
anned goods. Our export busi-
ness in these is not especially
rge, meaning particularly Eastern
anned goods, and the situation is
erefore about undisturbed. How-
ver, in California canned goods
e packers have been considerably
t to it to protect very nearly one
illion dollar's worth of their
oods which were afloat when war
oke out. They have already paid
ery high insurance rates upon this,
ad undoubtedly will not ship any
ore until the situation clears.

All handlers of foreign nuts in
is country withdrew prices al-
most immediately. The same rea-
ons which animated sellers of
ther products animated the sellers
f nuts, and until they know that
ey are going to be able to ship
ithout interference they will offer
o goods. There are some foreign
uts on spot and of course large
available supplies from California.
rices, however, will undoubtedly
e higher. A very large supply of
alifornia walnuts has been sold to
merican jobbers all over the coun-
y, subject to approval of price.
here is some expectation that
ese orders may be cut down
o matter what prices are named.

During the week the dealers in
eylon cocoanut have also with-
rawn prices, and the sellers of im-
ported citron have advanced prices
cent.

Sugar has very sharply advanced
uring the week, as it is intimately
ssociated with the foreign situ-
tion. Raws, because of the direct
ffect which the situation in the
European beet countries will have
pon the coming crops, have ad-
vanced very sharply, and as much
s 3 cents per pound has been asked
or them. All refiners have ad-
vanced their prices for refined
sugar. Nominally 5 cents is now
being asked for granulated, al-
though some refiners, if not all,
will sell at a shade under. One
actor is that England, being un-
ble to buy sugar in Europe, is
coming to this country both for raw
and refined sugar. A price of 6
cents per pound for granulated, if
resent conditions continue, would
not be in the least surprising.

Another line to be affected is
ocoa. Spot holders are asking
higher prices, and the entire market



Link Your Profits to Our Advertising DISPLAY

WRIGLEY'S SPEARMINT

Where Every- one Will See It

You'll sell several pack-
ages for each one you
would sell otherwise. Peo-
ple will buy it *in addition*
to that for which they came in. You'll make
extra profits you otherwise wouldn't have made *at all*.

The more prominently you display it, the more bene-
fits and profits you will get from this most widely
advertised gum in the world.

Say to Your Customers:

"Have some **WRIGLEY'S SPEARMINT** it's the biggest
nickel's worth you can buy.
The new seal is airtight and dustproof—
it keeps every piece as fresh and tasty as
when made."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



(Continued on page 17.)

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

WITH THE EDITOR

There has never been a time within the writer's experience when the business

The War and Business.

conditions in this country were so seriously disturbed as they are now by reason of the European war. But by disturbed we mean nothing worse than unsettled. There is nothing especially depressed about them, and there is not the slightest reason for anticipating any calamity. It is true that we are all going to pay more money for a lot of products than we have been paying, and some foreign products that we have been accustomed to sell and to consume, we are probably going to get along without for a while. But that in many cases will be nothing more than a temporary inconvenience. In the long run it may teach us that we did not need foreign products as much as we thought we did. Woolens in the dry goods line, and macaroni and olive oil in the food line, are cases in point. If the supplies of foreign products are cut off temporarily, as they certainly will be if this war keeps up a while, it will demonstrate that we can be a great deal more independent of other people than we would otherwise ever have had the courage to become.

Meanwhile our own conditions are all right. There is plenty of money in the banks, and if that is not enough, the Government will furnish more. There is not the smallest reason for any greater scarcity of money for *legitimate business purposes* to-day, than there has been, although undoubtedly the man who wants to borrow money to speculate with will have some trouble getting it from banks. The closing of all the speculative exchanges eliminates practically all speculation, and incidentally the

writer would be exceedingly glad if the exchanges should never reopen. The good they may occasionally do by steadying values is much outweighed by the harm they do by lending themselves to all sorts of crooked market movements.

Practically all our crops are good. Some are enormous and almost unprecedented. To be sure, it would be inconvenient if there should be no foreign demand to take the surplus of these, but if there is not, the result will be sharp lowering prices at home, and we can stand a little of that. The unpleasant effect of this upon the producer may be offset by the increased consumption which the lower prices will bring and the fact that lack of the imported will inevitably bring better demand for the domestic.

As a matter of fact, if this war doesn't last too long, it may bring to the business interests of this country the greatest boom in their history—a boom beside which that of the Civil war may seem like the merest flurry. All Europe as well as England, is at war. Their men are drafted for fighting, their industries are neglected—*though their consumption is increased*. Their spot stocks will soon disappear. If peace should come just about then, there would come in an hour's time such an avalanche of orders for the products of this country that we would be plunged into a perfect maelstrom of activity. For it is certain that when these foolish nations begin to cool off and want goods, the logical place to come for them will be the United States.

How long will the war last? Many opinions are expressed, ranging from one week to thirty years. The writer's opinion is that it will last only until the German Kaiser

learns that the most gigantic bluff of his life has been called. At the present rate of progress, that should not take long.

One does not often need to come to the defense of C. M. Wessels, president of the company which represents the

Something About a Wessels Incident.

Grocery and Allied Trade Press as advertising agents. Mr. Wessels is generally known as a man able and perfectly willing at all times to look out for himself. However, a story has been put into circulation against him which reflects on his methods as an advertising solicitor, and in that subject this paper has a keen business interest, outside of its desire not to see lies told about any man.

The story appears to emanate from Mr. John Bratton, editor of the "Southern Merchant," whose bump of humor seems to be a deep well in which the old oaken bucket could easily fit. Mr. Bratton devoted something like an entire issue of his paper recently to discussing the advertising methods of Mr. Wessels, a subject doubtless of sensational interest to his clientele of Georgia retailers. In the course of his article he referred to Mr. Wessels as having once bludgeoned or stormed his way into the offices of the American Salesbook Co., and having gotten an advertising contract from them, practically at the point of a pistol. Furthermore, Mr. Bratton, who is going to feel bitterly ashamed of himself in a minute, said Mr. Wessels boasted about it.

At the time this incident is supposed to have transpired, the sales manager of the American Salesbook Co., and the reputed victim of

the Wessels assault, was A. Landon, who was then and is now Mr. Wessels' warm friend.

Landon was invited to address the convention of the Grocery and Allied Trade Press at Niagara Falls and related in a humorous and exaggerated way, how the organization's advertising representative, M. Wessels, got an advertising contract from the Salesbook Co. In this, which was absolutely jolly, there was the talk about dynamite and murder which Mr. Bratton is now resurrecting.

Mr. Landon's methods as a humorist were too subtle for two of his auditors, Col. McLean, of the "Canadian Grocer," and, it now appears, Mr. Bratton. After Mr. Landon's speech Col. McLean sent his manager to Mr. Wessels and cancelled his authority to represent his paper. "Why?" "Because that's the way you solicit advertising, I don't want you in my employ." Mr. Wessels at once told Mr. Landon to Col. McLean, and the manager of the Salesbook Co. was not very happily, as we may imagine, explained that it was all a joke. Col. McLean then apologized and Mr. Wessels went on representing and still represents the "Canadian Grocer." Furthermore he kept the business of the American Salesbook Co. for two years after he is supposed to have helped them up.

At the time, friend Bratton gave no sign that the Landon humor had gone over his head. He comes up now with this awful charge, and says with a perfectly straight face that that is why he is taking no advertising from the Wessels agency. Now we have no information why he is taking no Wessels advertising, if he is not, but we are willing to make a small wager that it is not the reason he gives.

Has Courtesy Over the Telephone Become Remarkable?

While in the office of a client recently my attention was attracted by a young man who was answering the telephone. He answered it several times and once or twice called people up. The remarkable

thing about it was the extreme courtesy and suavity with which he spoke to everybody. He even thanked them all, as if he meant it. One could easily imagine the person at the other end mellowing

under the agreeable and unusual experience of being spoken to politely over the telephone.

My attention became so fixed upon this performance that I finally asked myself: "Is it possible that

politeness in any phase of business has become so unusual that such a small exhibition of it as this will attract attention? This young man is doing nothing in the least remarkable—he is simply being po-

te when he should be polite." was forced to admit that politeness—perhaps I had better say courteousness, which is politeness carried to the maximum—in dealings over the telephone has become so unusual as to attract attention. The telephone is not conducive to extreme courtesy. You don't see the flesh-and-blood person before you, and you may be having trouble making your party hear. I have frequently found myself using with absolute unconsciousness tones and inflections over the telephone which if used face to face would probably have gotten for me a swift slap in the face. It was not my fault—I meant not the smallest disrespect; probably the party on the other end was doing the same thing to me. The fault was and is the telephone's—it does not embody the check upon discourtesy that the actual presence of a person does.

Speaking again of the young man whose conduct at the telephone inspired these reflections, he could probably sell twice as many goods by telephone as the average man. The consumer, expecting the usual gruff, uncivil and brusque tones, would be so delightfully

surprised that she would probably order twice as much as she intended. She would at any rate want to, which is almost as much to be desired as the order.

The telephone companies are doing some good with their little advertising talks about "Telephone Courtesy," but the courtesy they want shown is courtesy to their sometimes incredibly stupid operators. Why doesn't somebody have cards printed to attach to every telephone mouthpiece, reading: "Talk as if you were Face to Face."

E. J. B.

ASSOCIATION NEWS.

National Coffee Roasters' Association.

The above organization has issued the following statement to its members:—

Dayton, Ohio, July 31, 1914.

To the Members of the National Coffee Roasters' Association.

The Coffee Exchange is closed for the present. Telegrams from members requesting such action were doubtless influential in bringing about this result.

The Exchange's decision is gratifying because in such times, calm deliberation is essential to the successful conduct of business.

Our members should carefully consider the differences between Exchange option values and values of actual coffees. Undoubtedly Rios and Victoria spot coffees have declined in sympathy with options; but fine cupping, desirable Santos and other fancy coffees have not wholly followed this course, though they may have made partial sympathetic declines.

If the course of the market has been influenced solely by the European war possibilities, independent of the coffee statistical situation, the reaction is apt to be as abrupt as the declines. Such reaction might be hastened if war should interfere with transportation from Brazil; a possibility not to be ignored in view of the fact that much of the shipping is in French and German bottoms.

The association's province under present conditions seems to be to counsel careful consideration of actual values for good coffees, to the end that there should be no needless sacrifice of stocks our members may now be carrying.

Old crop, soft Santos coffees of desirable roasting quality are comparatively scarce. There really is no fixed quotation at the moment, the prices asked depending largely upon the sentiment of the owner. Cables from Brazil indicate that the new crop is of desirable cup quality, but poor roasters.

We respectfully submit these views to our membership and feel confident that each one will properly determine upon the right course to pursue.

Very truly,

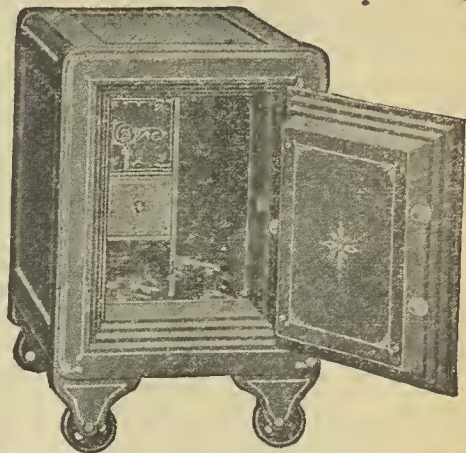
THE NATIONAL COFFEE ROASTERS' ASSOCIATION.

Geo. W. Toms, Secretary.

Approved:

F. J. Ach, President.

**This Is Only
\$27.50!**



EVERY merchant needs a safe, a fire-proof, dependable, absolutely sure safe. Here is one for only \$27.50—a safe that we guarantee in all sorts of ways. Our **Gibraltar Safe**, a special that we consider the best value in the United States for the money. Good enough for the largest business, inexpensive enough for the smallest.

Outside, 32 x 22½ x 22½; inside, 18 x 14 x 12½. Weight, 750 pounds (you see it's no toy). Name lettered free.

HOWE SCALE CO.

508 Market Street, Philadelphia, Pa.

41—You should push nationally advertised goods to the front because if you don't—especially if you put obstacles in the way of their sale—people will soon come to dislike and resent it.

¶ This is as true as gospel. Take a nationally advertised product on which you feel—perhaps with reason—that you are making too little profit. When you have calls for this you therefore endeavor, as perhaps you have a perfect right to do, to divert them to some non-advertised substitute.

¶ You succeed in this the first time, and perhaps the customer does not resent it. But what about it the second and third and tenth times? Is it not inevitable that after the customer's requests have been combated again and again, she will finally go where she can get what she asks for? Think this over.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Stereo Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

Written for the "Modern Merchant and Grocery World."

Here's a New Line on the Quality of Advertised Goods

Pennsylvania Contributor Says All Unadvertised Goods are Imitations of Advertised Goods, and the Latter are Therefore Sure to Be Better. Cites Several Brands to Prove It.

[The following excellent article was submitted in the last monthly contest, but reached this office a day late.—Ed.]

If certain goods or things are imitated, which are the better, the originals or the imitations? This question should in 90 per cent. of the leading cities or towns of the country be an answer to the question whether advertised or unadvertised goods were of better quality.

Seventy-five per cent. of the salesmen selling unadvertised brands of rolled oats compare them with and use the Quaker or Mother brands, to say "just as good as these." Almost every baked bean salesman says his unadvertised brands are as good as Heinz beans or Snider's or Van Camp beans.

If Rockefeller, Carnegie, or any other big successful money man offered to tip you off to something good you would most likely put your pennies where they said you could turn them into dollars. Now why is this? These men have been very successful in turning their pennies into dollars and, if they say so, you believe in them. Many a Nationally advertised article is like one of these men; it has the reputation and many manufacturers are ready to imitate it. Not only ready, they do. If the law allowed it they would use the same color, style and trade-marks on their various goods.

Speaking of Nationally advertised goods, the advertising does not make the goods any better in quality, but hanged if they haven't the best goods Nationally advertised. You will generally take a chance on a friend being what a friend is supposed to be. The same feeling of trust and confidence is placed in various Nationally advertised goods. The majority of trade ask for goods by name, still there are thousands who buy some of these goods for the first time. They do not ask in a suspicious way, hesitating and undecided, but in a confident trusting way, as

though they felt sure of what they were going to receive before they even saw the article asked for. Now with unknown brands there is always a lot of talking and explaining just what they are supposed to be and not supposed to be, and then a final, if it is not as good as such and such return it. The Nationally advertised line is always uniform in quality, to-day they are the same as last week, and so on. The unknown brands seldom can boast of uniformity of quality. When the trade pays 10 cents for a 1½-pound package of Quaker or Mother's oats and refuses the 2-pound package of the private brand at the same price, there must be a difference. Karo syrup is a great big seller at 10 cents for 1½-pound can and Crystal Drip goes begging at 10 cents for a 2-pound can. Kellogg's Corn Flakes, Washington Crisps and Post Toasties are every day sellers, while all the corn crinks and flaked corn under private brands need a premium to move them on their way. Crisco, a vegetable shortening, three pounds for 50 cents, is a wonderful seller; there are other vegetable shortenings at 11 cents a pound. Our average is ten cases of Crisco to one 80-pound tub of bulk vegetable shortening. Crisco must be better. Royal, Rumford and Davis baking powders are the country's biggest sellers. Ninety-five per cent. of other brands, including private brands, need a premium to sell them. Swans Down flour at 25 cents a box is a great big seller. We have other kinds that give the consumer three times as much for the same price, still they prefer Swans Down. Wrigley's Spearmint gum at 5 cents a package is the big seller; there are plenty of other Spearmint gums but Wrigley's is the kind they want. One could name almost every article and compare the price with Nationally advertised and unadver-

tised and find that the quality line is always dangling from the Nationally advertised, while the unadvertised line is simply a trailer and generally off the track at that.

When you are compelled to say "just as good," then there must be a better to compare with. The Nationally advertised line is the line they try to follow. The consumer generally feels satisfied in buying Nationally advertised goods without check or premium.

GEORGE W. KAPPELT.
Erie, Pa., August 4, 1914.

Variations From Exact Weight Which Will Be Allowed Under New Pennsylvania Law.

Bureau of Standards Will Pass Shortages Varying From One-eighth Ounce in a Pound of Rice to Ten Ounces in Forty-nine Pounds of Flour. Various Small Package Goods Exempted Entirely.

The Pennsylvania commodities act of 1913, which has frequently been referred to in these columns, contains a section requiring all package goods to bear a statement of their net weight or measure on

the label. There is a further provision that the Bureau of Standards shall prescribe tolerances for articles requiring them. Tolerances really mean variations from exact weight, which come from evaporation, shrinkage or hasty packing methods.

The Bureau of Standards has established these variations, and announced them last Monday, as follows:—

TABLE OF VARIATIONS.

| | | |
|--------------------------------------|-------|----------|
| Ale (bottled) | 1 pt. | ½ oz. |
| Asparagus | 1 lb. | ½ oz. |
| Bacon | 1 lb. | ¼ oz. |
| Baking powder | ½ lb. | ⅛ oz. |
| Beans (all kinds) | 1 lb. | ½ oz. |
| Beef | 1 lb. | ½ oz. |
| Beer (bottled) | 1 pt. | ½ oz. |
| Beets | 1 lb. | ½ oz. |
| Biscuits and crackers, 1 | 1 lb. | ¼ oz. |
| Butter | 1 lb. | 1-16 oz. |
| Cherries (canned) | 1 lb. | ½ oz. |
| Chicken (boned) | 1 lb. | ½ oz. |
| Chili sauce | 1 lb. | ½ oz. |
| Chocolate | 8 oz. | ⅛ oz. |
| Chocolate sauce | 4 oz. | 1-16 oz. |
| Chow-chow | 8 oz. | ¼ oz. |
| Cider | 1 qt. | 1 oz. |
| Cocoa | 8 oz. | ¼ oz. |
| Cocoanut (shredded), ½ lb. | ½ lb. | ½ oz. |
| Coffee | 1 lb. | ½ oz. |
| Corn | 1 lb. | ½ oz. |
| Corn flakes | 1 lb. | ½ oz. |
| Cordials | 1 qt. | 1 oz. |
| Cream of tartar | ¼ lb. | ⅛ oz. |
| Crisco | 1 lb. | ⅛ oz. |
| Dried fruits, all kinds, 1 | 1 lb. | 1 oz. |
| Farina | 2 lb. | ¼ oz. |
| Fish flakes | 1 lb. | 1-16 oz. |

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

| | | |
|-----------------------|-----------------|----------|
| Flavoring extracts | ..4 oz. | 1/5 oz. |
| Flour |49 lb. | 10 oz. |
| Flour |24 1/2 lb. | 6 oz. |
| Flour |12 lb. | 4 oz. |
| Flour |5 lb. | 3 oz. |
| Flour |2 lb. | 2 oz. |
| Fruit juices |1 qt. | 1/2 oz. |
| Gin |1 qt. | 1 oz. |
| Ham (potted) |1 lb. | 1/8 oz. |
| Herring |1 lb. | 1/2 oz. |
| Honey, strained |1 lb. | 1/2 oz. |
| Ice cream powder |4 oz. | 1/8 oz. |
| Karo |1 lb. | 1/2 oz. |
| Ketchup |1 lb. | 1/2 oz. |
| Macaroni |1 lb. | 1/2 oz. |
| Milk |1 lb. | 1/8 oz. |
| Mincemeat |1 lb. | 1/4 oz. |
| Molasses |2 lb. | 1/2 oz. |
| Noodles |1/2 lb. | 1/4 oz. |
| Oats, rolled |1 lb. | 1/4 oz. |
| Oleomargarine |1 lb. | 1-16 oz. |
| Olive oil |8 oz. | 1-16 oz. |
| Oyster cocktail sauce | 1/2 lb. | 1/8 oz. |
| Peanut butter |8 oz. | 1/4 oz. |
| Peaches (canned) |1 lb. | 1/2 oz. |
| Pears (canned) |1 lb. | 1/2 oz. |
| Peas (canned) |1 lb. | 1/2 oz. |
| Peppers |1 lb. | 1/4 oz. |
| Pickles |1 lb. | 1/2 oz. |
| Pineapple (canned) |1 lb. | 1/2 oz. |
| Plums (canned) |1 lb. | 1/2 oz. |
| Post Toasties |1 lb. | 1/2 oz. |
| Porter |1 pt. | 1/2 oz. |
| Preserves (all kinds) |1 lb. | 1/2 oz. |
| Pumpkin |1 lb. | 1/2 oz. |
| Pumpkin |2 lb. | 3/4 oz. |
| Rice |1 lb. | 1/8 oz. |
| Salad dressing |1 lb. | 1/4 oz. |
| Salmon |1 lb. | 1/8 oz. |
| Shrimp |1 lb. | 1/8 oz. |
| Soap powder |1 lb. | 1/2 oz. |
| Soups |1 lb. | 1/2 oz. |
| Spaghetti |1 lb. | 1/2 oz. |
| Spaghetti (cooked) |1 lb. | 1/4 oz. |
| Spices |4 oz. | 1/8 oz. |
| Spinach |1 lb. | 1/2 oz. |
| Starch, corn |1 lb. | 1/4 oz. |
| Strawberries, canned |1 lb. | 1/4 oz. |
| Succotash |1 lb. | 1/2 oz. |
| Syrup |1 lb. | 1/2 oz. |
| Tomatoes, canned |1 lb. | 1/2 oz. |
| Tongue |1 lb. | 1/4 oz. |
| Tryphosa |5 oz. | 1/4 oz. |
| Vinegar |1 qt. | 1/2 oz. |
| Whisky |1 qt. | 1 oz. |
| Wine |1 qt. | 1 oz. |

BOTTLES OR JARS FOR MILK.

Bottles or jars used for the sale of milk or cream shall be of the capacity of 1/2 gallon, 1 quart, 1 pint, 1/2 pint and 1 gill.

The following variations on individual bottles or jars shall be allowed:—

Six drams above and 6 drams below on 1/2 gallon.

Four drams above and 4 drams below on 1 quart.

Three drams above and three drams below on 1 pint.

Two drams above and 2 drams below on 1/2 pint.

Two drams above and 2 drams below on 1 gill.

A bottle used for milk or cream shall have the capacity clearly blown or otherwise permanently marked on the outside of the bottle.

The Chief of the Bureau of Standards has fixed the following exceptions on small packages which are exempt from the provisions of the law requiring the contents to be marked on the outside of the package.

All dry commodities sold in package form weighing three ounces or less.

All commodities sold in liquid form weighing one pound or less.

All confectionery sold in package form which sells for 10 cents or less.

All garden, flower and lawn seeds and all seeds in package form which sell for 10 cents or less.

The provisions of the act exempt all drugs, medicines, chemicals or pharmaceutical or proprietary preparations used as medicine, and toilet preparations.



“Take This Back! I Want Kingsford’s Corn Starch”

There’s only one genuine KINGSFORD’S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD’S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD’S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We’ll Help You to Secure Sales of Kingsford’s Corn Starch

We’ll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company
NEW YORK



WHAT TO TELL CUSTOMERS

“You can make dozens of dainty dishes and appetizing desserts with KINGSFORD’S CORN STARCH that will give variety to the home table.”

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Contributed.

What Is Wrong With the General Merchant in His Fight Against Mail Order Houses?

Western Contributor Who Seems to Have Special Knowledge on the Subject, Says They Fail to Show Sufficient Energy. A Convention of 750 Merchants That Laid Almost Completely Down. An Instance Which Teaches a Lesson.

Many a general merchant loses materially to the retail mail-order houses because he insists on having the retail catalogue man's head brought to him on a platter.

He apparently is unwilling to expend the energy in thinking, studying and fighting that is necessary if one is going to win against retail mail-order—and with which one most certainly can win against retail mail-order.

If five thousand general merchants would be willing to go into this thing and fight it hard—like H. Leslie Wildey, of Graettinger, Iowa, for instance—the head of the retail mail-order house would be on the platter in a few years.

These five thousand merchants would buy goods of the catalogue houses and find out for themselves for a fact that retail mail-order goods on the average are not lower priced, freight and service considered, than those of the local dealer who keeps his prices on a fair level.

These merchants would advertise in five thousand or more towns that they would beat retail mail-order price on these items and pay half the freight. They would write not less than fifteen thousand letters to Senators and Representatives insisting upon a National pure advertising law which would make it an offense to use the mails to describe a thing as something better than it really is.

And there is no doubt at all that things would be in different shape within a reasonably short time.

Why, then, all this being the case, do not these five thousand merchants get busy?

They don't because they—well we may as well use plain, simple English in describing it—they don't make this kind of campaign because they lack energy.

In a big convention a year or two ago 750 merchants became enthusiastic over an address given by

a live wire retailer and promised to write at least one letter a month on the subjects above mentioned. Of the 750 men, 670 did not write a letter. Eighty wrote one letter each. Eight wrote two letters and one wrote three letters.

What is that but plain laziness?

Then, the general merchant many times is afraid. He hesitates at hurling back into the retail mail-order man's teeth certain things that do much harm to the retail store. He is afraid if he says anything he will advertise the retail mail-order man's business!

The people who read retail mail-order catalogues are told on nearly every page how much less these

prices are than the ones asked by the local merchant.

Why don't you put the people right on this?

You certainly can't blame people if they buy where they think they can save the most money. You do the same thing yourself. The average person would never buy a thing from a retail mail-order house were it not for the fact that they think the local merchant charges too much. Some merchants do overcharge.

And good able general merchants all over the country permit the R. M. O. houses to pound away on this statement until finally it is driven home in a way that often is a lasting detriment to the home store.

If you do charge the people too much you have no right to complain when they send away from home.

If you don't charge them too much and are too indolent or too timid to fight back when the retail catalogue makes this accusation against you the same thing holds good.

Industry, nerve, enterprise and enthusiasm on the part of the mer-

chants of this country would soon put them well in the lead in the fight.

Let us tell you a little story—true story—showing how merchants beset with R. M. O. competition hold their fate and future in their own hands.

Efficiency experts connected with a big retail mail-order house discovered that in a certain Eastern county they had not succeeded in selling a single piece of farm machinery. They sent a couple of good men to the county with orders to stay there six months if necessary to find out the reason why. In a week these men found out. They made their report and the house gave it up as a bad job.

They ascertained that a big hardware store which specialized on farm machinery had two automobiles constantly in service, going over the whole county, each taking a couple of expert farm implement men to repair farmers' machinery.

These experts would visit every farmer and go over his machinery with him. If they found that a little tinkering would put a machine in shape so it would last another year they were free to advise the



Many Uses for Red Seal Lye

For paint and woodwork, pots and kettles, floors and sinks—for cleansing, scouring and scrubbing, there's nothing as good as RED SEAL LYE. It will pay you to push its sale and we'll help you. We have a system of sending customers to our dealers. Ask us to explain how we can increase your trade.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

WHAT TO TELL CUSTOMERS

"Use a can of RED SEAL LYE according to directions and you'll never try to keep house without its help. It's the greatest cleanser made."



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

farmer not to buy a new one. In such a case of course the farmer would wait another year, but when he did buy he surely would go to the firm that made the suggestion. Moderate charges were made for the repairs. And, as may be expected, many machines were sold.

That county to-day is absolutely water-tight so far as retail mail-order farm implements are concerned. The R. M. O. people absolutely can't work in there in this respect and have quit trying.

What is the matter with this as an object lesson and an inspiration to merchants who realize the necessity of doing something to check the rapidly growing retail mail-order proposition?

G. A. NICHOLS.

Chicago, Ill., August 6, 1914.

New York Authorities Decide, Contrary to Other States, That Canvased Hams are Package Goods.

The Attorney-General of the State of New York has rendered an opinion that hams, bacon and other meats covered by canvas, paper or other coverings are "in containers," and must be marked with the net weight of the meat under the New York State law. This opinion is directly contrary to decisions and opinions rendered in Nebraska, Montana, California and Florida under similar statutes, and also under the Federal net weight law. The difference between the New York law and that of other States is that it expressly defines wrapper as a "container," and all products in "containers" must be marked. The Attorney-General has consented to a test suit in this matter, and it will doubtless be brought at an early date, so that there may be a clear determination of the intent of the New York State law. Previous to the announcement of the opinion briefs were filed in behalf of the American Meat Packers' Association and individual concerns, in which the contention was made that it was not the intent of the Legislature to consider coverings intended for sanitary purposes as "wrappers" or containers; that the markings required would be untruthful from the time of packing, as the meats would shrink and the coverings would increase in weight owing to the absorption of fats, and that the way would be opened to defraud the consumer by selling at marked instead of net weights. Legal arguments were also made, but the Attorney-General maintains that the word "wrapper" in the statute is so comprehensive that it must include the usual coverings of hams and bacon, and so decides.

Enclosed find check for \$3 for one year's subscription to the best grocery paper published. How is that?—S. A. Zentmyer, Waynesboro, Pa.



CHOCOLATE

Is As Pleasant to Sell As It Is to Use

not only because of the profit it pays you, but also because of the satisfaction it gives your customers; you know they are going to be pleased with it. STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is the highest grade product of the chocolate maker's art, absolutely PURE and of such delicious flavor that, once introduced to your customers, it will sell faster than any other brand you could handle.

STOLLWERCK'S GOLD PREMIUM CHOCOLATE for baking leads to the sale of STOLLWERCK'S COCOA and STOLLWERCK'S SWEET MILK CHOCOLATE, a most delicious confection retailing at 5, 10, 15 and 25 cents per package.

STOLLWERCK'S GOLD BRAND PREMIUM

CHOCOLATE is packed in 1/4 and 1/2-lb cartons containing individual squares weighing one ounce each, separately wrapped in paraffine paper, thus insuring sanitary handling and increased convenience as well as lasting freshness. Call your customers' attention to this feature.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"Try a package of GOLD BRAND PREMIUM CHOCOLATE and you'll realize why its quality and flavor have made it famous all over the world."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The New York Letter

The New York State Retailers' Convention. Foreign Products Hard Hit by European War. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, August 6, 1914.

About 250 members were present when the New York State Retail Grocers' Association opened its annual convention in this city in the Broadway Central Hotel, Monday of this week. At later sessions, the attendance was increased by large numbers of retailers from New York and Brooklyn, who were as much interested in the proceedings as the official delegates.

President John Steeneck, of the New York City society, called the convention to order and prayers were offered by the Rev. J. A. Weyl. Then Chairman Henry Minners, of the Convention Committee, welcomed the delegates in behalf of the local associations. Past President George Suhr, of Buffalo, responded, and thanked the local committees for their hearty welcome and the excellent arrangements made for the convention.

Another address of welcome was delivered by President W. A. Marble, of the Merchants' Association. He compared the warlike spirit in Europe and the troubles and burdens of the European countries with the peaceful and enlightened policy of the United States, which gives all merchants an opportunity to prosper.

Peter Becker, of Brooklyn, vice-president of the State Association, made a fitting response.

Committees were appointed as follows, and it was announced that the presidents of all associations were ex-officio members of such committees:—

Credentials.—Chas. Haslop, New York; Urban Jehle, Buffalo; F. W. Meddaugh, Elmira.

Rules and Order.—Philip DePuyt, Rochester; Henry Heins, Brooklyn; Floyd Fox, Gloversville.

Resolutions.—George Hubbell, Wells-ville; C. C. Gender, Olean; George Schmidt, Buffalo; Henry Menze, Brooklyn.

The Rules Committee reported the usual convention rules. As the time limit of speakers in debate, it fixed five minutes and decided that no member should talk more than once on the same subject.

The annual address of the State president, William Jeffery, Hornell, showed that the organization had enjoyed a prosperous year. There has been some growth in membership and much increase in the activity of the organization in legislative and other kinds of work.

At the afternoon session an important address was delivered by Wm. H. Steinkamp, counsel of the New York City Association. He urged the grocers to take an active part in shaping legislation by giving legislators the benefit of their advice and practical experience.

The speaker pointed out that the legal questions affecting the grocers in New York City are quite different in some respects from those who are likely to interest the retailers in smaller cities and towns. He described how various laws affect retail business and said that there is room for improvement in commercial laws so as to make conditions more certain and thus lessen litigation.

Frank W. Mendum, Boston, Mass., a trustee of the National Association, spoke in behalf of that organization. He urged active co-operation between the National and the State Associations and pledged the assistance of the National Association to New York.

Because of illness, President Louis Runkel, of the American Specialty Manufacturers' Association, was not present to deliver his address and his place on the programme was filled by the secretary of the same association, H. T. Thunhorst, who gave an inspiring address on the benefits to be obtained from the various branches of the trade working together for their common interests.

Fred. Mason, the general manager of the Shredded Wheat Co., was expected at the evening session, but sent word that it was impossible for him to attend. Former President C. S. Tuttle, now with the same company, spoke on various trade matters. He received a hearty welcome.

Tuesday morning reports were presented by delegates as to the conditions of the various local associations. The reports indicated that these associations are generally in a prosperous condition and ready at all times to aid the State organization in its various efforts.

L. W. Winklemann, Brooklyn, reported as the delegate to the last National convention in Louisville.

President John Steeneck, of the New York City Association, delivered the principal address of the morning, in which he handled without gloves the questions as to quantity and fixed prices. He described the dangers of the chain stores, as viewed by the ordinary retailers and measures that have been taken to meet such dangers, such as the organization of buying exchanges.

He said that quantity prices are an essential factor in building up a Food Trust, but yet he did not see how a manufacturer can altogether abolish quantity discounts. In this emergency, he said, the only hope, both for the retailer and the manufacturer, is in fixed prices to the public. An unbridled quantity price system would build up a great monopoly that would prove most unpopular, but the fixed prices tend to regulate and balance the effect of the quantity prices.

Tuesday afternoon was given up to a trip to Coney Island, where the grocers saw all of the sights and enjoyed the numerous amusements.

Wednesday the Committee on Resolutions presented its report which was adopted.

One of the resolutions was in relation to a carload of fruit jars made by the Kerr Manufacturing Co., Portland, Ore., and bought by the Elmira Association. The jars bore the guaranty stamp of the American Specialty Manufacturers' Association, which is requested in the resolutions to bring about a settlement of questions raised as to the jars. The Elmira Association charges that the jars were not as they were represented to be at the time of the sale.

Another resolution indorsed the Stevens Bill. In the preamble it was set forth that "the unfair practice of price cutting is being generally used as a means of destroying the independent merchants of the country and creating great trade monopolies, thus injuring the prosperity of the towns and smaller cities." It was also set forth that the Stevens Bill would aid in establishing

fair, free and honest competition, without cut-throat methods. It was set forth that cut prices are not really in the interest of the consumers, as the loss on standard goods is always offset by the higher prices charged for unknown goods of doubtful quality.

A third resolution asked for the enactment of a State law to license the use of trading stamps, checks, tickets, coupons and similar devices, entitling the holder to receive money, merchandise or other articles of value. The bill, as drawn, provides for the payment of license fees of \$500 to \$2,000 in cities of various sizes by the dealer in trading stamps. The fees for merchants using the trading stamps would range from \$100 to \$1,000, according to the class and size of the city.

It is said that such license fees would probably break up the trading stamp business.

S. L. Stix, of Seeman Bros., who is the vice-president of the New York State Retail Grocers' Association, de-

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Dover, N. J.

Keeping Down Expense.—When times are a trifle dull the management has to look sharply after the expense account.

I want to point out in this article where your part comes in. I should say "your parts," because there are a number of ways—small in themselves, perhaps, but ways that count effectually.

Sometimes the pay roll has to be cut down and the letting of one or two men out naturally throws additional effort on the others. This effort should be cheerfully extended. It should be spontaneous. You must not become indifferent, consoling yourself with the thought that there isn't enough help to take care of the business. That is not the way to look at things. Right away you are becoming antagonistic instead of being in accord with the purely business move. Put more energy, more thought, more promptness into your work as a matter of duty in meeting the new condition which is inevitable.

Lighting bills may be cut down by a little thought. Lower the gas light or shut off the electric when not in use. This precaution applies more particularly to the basement or the storeroom or the cooler. Get the habit. Before you realize it you will be as economically inclined in the store as you are at home where expense touches your own inside pocket.

Saving boxes helps. Boxes bring \$5 a hundred, but not so if you smash the covers all to pieces. It's pretty tough to see a clerk open a box with a carpenter's hammer or a four-pound weight. The man that doesn't own a pocket

steel opener is not equipped for work. If I were applying for a job I'd whip one out of my hip pocket and show it as an asset.

Paper bag economy means much. It not only cuts expense, but it reflects neatness. You have seen fellows put a pound of crackers in a 10-pound bag. Awful. Over in Ulster you'll never see it. If such a thing happened the customer would be shocked and the "governor, himself," would be inclined to send out to borrow a rope.

Same with paper. Double sheets, half sheets, quarter sheets and eighth sheets should always be handy. Wrapping a two-ounce bottle in a 12 x 17 size paper is inexcusably wasteful and looks extremely clumsy.

"Even balance is just weight." When you live up to that you are doing justice to two people. The habit of correct weighing is one of the very important habits to form. It means a lot to your employer. It means a lot to you if you desire to keep your self-respect.

Increasing volume means lowering expense. Its another phase of it, of course. A new customer representing a family of half a dozen is a big help. New people are coming to your town, and do you know that the winning and keeping won these new people is largely in the hands of you boys. Personal attention to the filling of their orders and being the business gentlemen at all times wins.

So that helping to keep down expense is very definitely done every new customer you get.

ered the principal address of this session. He said that he doubted if the Stevens Bill would really do as much as is expected by many in relieving trade evils. He said that the bill is weak in not rec-

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EUROPEAN WAR'S EFFECT UPON MARKETS IN FOREIGN AND DOMESTIC PRODUCTS.

(Continued from page 9.)

firmer. Later, however, exactly the contrary condition may be produced by the fact that shipments of raw cocoa which would ordinarily have gone to Europe will be diverted to this country, thus depressing the market here, or at least putting it back where it was before the advance started.

In addition to the foreign products above enumerated, it can be said that all foreign products sold in this country have either been withdrawn since the war or have very sharply advanced.

In the line of dry goods and kindred staples, business conditions are also an interesting problem. To learn how trade was being and may be affected, the "Modern Merchant and Grocery World" saw Calvin M. Smyth, president of Young, Smyth, Field Co., one of the best informed and broadest minded men in his line, who said:

The European war is—well, it is a little too soon to say just how it is affecting business. But it is affecting us to the extent that there is a rush on our German made goods, of which we carry a big stock. Of course, the time will be short when we cannot get any more if the war keeps up. I believe, however, it will be short-lived. Then again, our export business is practically killed, because the insurance rates are prohibitive. We

COX'S Instant Powdered GELATINE

The only imported gelatine. Every lot is up to the highest standard, and therefore passes every pure food test. This genuinely pure and popular gelatine is now in the hands of your jobber at new prices to allow you a more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City



Sole Agents in
U. S. A. for
J. & G. Cox,
Ltd.,
Edinburgh,
Scotland.

A Host of Coffee Lovers Drink Their Morning Cup of

PARKE'S UNMATCHABLE COFFEE

Demonstrating That Thoroughly
Cleaned and Properly Roasted
Coffee is Beneficial

35 Cents a Pound Carton

ASK YOUR GROCER

L. J. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.

cannot charge our foreign customers the prices that this increased schedule demands—advanced 15 per cent. yesterday (Wednesday last). They cannot pay the increased cost, and we are not inclined to demand it, so our export business ceases.

On the German made goods American goods may be substituted; but that would not be the merchandise to which our merchants are accustomed. These goods are made by special machinery, and this cannot be reproduced in a minute or over night! and that ties up that point to us. The banks are not saying anything; they have closed their mouths like clams. No, the people I have talked with casually are of the same mind that I am; that is to say, they are not prepared to express any opinion. There is no feeling of uneasiness whatever, beyond what I have stated regarding the obtaining of merchandise referred to.

Do I believe the United States will be ultimately benefited by the European war, should it last six months?—I do not believe it will be that long—yes. But in the same sense of our taking a dose of castor oil, which will ultimately do a person good, but it is disagreeable in the taking. Possibly this country will be stronger commercially than ever before, and perhaps American goods may displace the foreign stuff. That remains to be seen, however. I am firmly of the opinion that Germany will be set back 50 years by this trouble, and France will suffer immeasurably, and England, in my judgment, the least. Our salesmen are all out on their territory and are doing nearly as good business as a year ago—not quite, but close to it. Prices on certain goods—foreign, of course—are already advancing, and must necessarily go higher.

As to shoes, at the factory of Ziegler Bros., no fear whatever was felt that the shoe trade would be interfered with or embarrassed, excepting possibly from a lack of special goods for which it is dependent upon foreign markets. Lewis D. Ziegler, the proprietor, spoke as follows to the "Modern Merchant and Grocery World":—

I cannot say that trade has felt the effect of the European complication. In the respect that the supply of cloths for ladies' shoe tops is restricted, yes; also on French bronze leathers the same conditions prevail. Possibly American goods may be offered as substitute, and eventually prove entirely satisfactory; but the trade has been so used to buying these things abroad that it may take some time for the shoe manufacturers to get accustomed to the change. However, American ingenuity has never failed us yet; and in my humble judgment, it never will.

With the growing scarcity of these necessary goods, prices must necessarily advance. For instance, if we are called upon to pay 10 or 12 cents additional on certain makes of shoes, the way we buy and the quantity of material used is a serious matter. You know, we make up our fall samples in January, in March the men are out on the road taking orders. Then there may be changes to be made in the pattern and by the time the stock is delivered to the merchant or dealer it is from nine to ten months before we realize. So you know what that means.

I have been through troubles incidental to a reduction of wages, and then again the more pleasant experience of re-establishing a more satisfactory scale of pay to our operators, and in both instances things have worked out all right. I feel the same will occur now. I think we are the only food supplying market in the world of any magnitude, and outside of the wheat sent abroad being seized as contraband of war, we must—let me see—300,000,000 or more bushels we can sell. This looks pretty good for us, don't you think so. I believe we will be greatly benefited in the long run, as much as I deplore the war between the most advanced civilizations in existence.

No. I do not believe this European conflict will affect us disastrously; otherwise I am, indeed, far from being a pessimist.

J. E. Baum, president of the Supply-Biddle Hardware Co., and an active director of the Corn Exchange Bank, talked candidly and interestingly of the foreign em-

broglie and its bearing on American business, particularly hardware products, as follows:—

I can see no complications ahead of us. On the contrary, as an example of the confidence characterizing trade in our line, I may say that we have just finished putting in three new hardware stocks in the nearby territory. That is to say, we have fitted up three new concerns with a full and complete line of essential merchandise. To be sure, these orders were not finished on the spur of the moment, so to speak. They were in contemplation for some time; but the new concerns saw no reason to suspend the shipment of the goods, nor change their intentions on account of this unfortunate war. They were and are satisfied with their investments and do not believe an extra hazard has been assumed on the account of the trouble abroad.

Personally, I feel no uneasiness whatever; nor does our company. The Government has acted promptly, wisely and judiciously in our financial affairs, so there will be not the slightest anxiety so far as a stringency of money is concerned. Our country is particularly blessed this time, from the fact of our abundant harvests. The only advance I can foresee in prices is for foodstuffs. The countries in Europe must have our foodstuffs, and they can get along without our hardware, and therefore until our stocks of English and German hardware—cutlery mainly—are exhausted, no price increase may be looked for. It is a natural American cutlery that will take the place of the European merchandise; and, furthermore, will be so satisfactory in quality that, should the war last long enough—and not so very long at that—both the German and English goods in that line will be irretrievably lost.

We are the largest importers of Wostenholm's—I X L goods—in this country; and while they are high grade and, in my judgment, the very best made, still American manufacturers of cutlery can and will equal that standard if required. The Germans make a medium good grade of cutlery that commands quite a market here; but with its low price it does not mean American merchandise cannot easily take its

place. Should the war last six months, I believe this country will enter upon an unprecedented era of prosperity.

Further, I am confident that when this unfortunate—mind I use the word only in one sense, and that is of the pitiable spectacle of great countries like England, France, Germany and Austria being in fratricidal warfare, one may almost term it, a remarkable and hardly believable state of affairs when their advanced state of civilization is taken into account—but not unfortunately for this country. Just the reverse I think. I feel assured that while the conflict will be bitter and the vanquished almost annihilated, that when it is closed the United States will not only be the leading commercial nation, but permanently so. And I am inclined to say, the financial center as well.

One thing also I feel assured of, and that is the revival of our merchant marine. As yet we are not the carrying nation of the world, as we were once; but we are the only country who is now in a position to supply the other countries with the needed merchandise. The opening of the Panama Canal has directed our capitalists to profit-investments in an American made and maintained merchant marine, and this "unfortunate" (please use quotation marks around this word to convey my true meaning) war will still further stimulate that interest. When we once again recover the lost field, it will abide with us forever! On our own hardware lines, when the Europeans' stocks now on hand in South American countries is exhausted, the merchants will turn to us, and then again we will have an opening offered us to expand our trade, which, once entered, will be opened for all time.

Chicago's Retail Mercantile Population.

Chicago has 294 general stores, 4 furniture dealers, 638 hardware men, 6 jewelers, 973 department stores, 1,2 druggists, 2,939 candy and confection stores, 3,300 boot and shoe stores, 3,4 tailors and clothing retailers, and 7,000 grocers, not to speak of the 15,000 20,000 miscellaneous trades people.



THE WAR IS ON

Whoever dreamed that in this age of enlightenment and civilization all Europe would be engaged in war. The facts are hard to believe. Universal peace has had a setback, and when the clouds lift the map of Europe will be changed.



SYRUPS—The market is higher and prices are up one to two cents per gallon on the better grades of Table Syrup; we can give you some advantage in price on orders placed with us now. Don't forget our popular brands, they represent the best goods on the market. Royal Table is a great favorite, likewise Challenge Table Syrup, Very Best, Gilt Edge, King "B" Syrup, Ex. Amber, Quaker City, White Clover, Ex. Maple, etc., all good values. New Century Pure Sugar is bright and good flavor and represents the old-fashioned all-sugar goods. We also carry a good line of New Orleans Molasses, in barrels and half barrels. Buy your Syrups of us.

PREMIUM TEA—Very often an inferior Tea is sold with premiums in order to make a big profit, but our premium Tea is a fine blend of good Teas, and makes a good drink. It is packed in half-pound packages, 50 pound in a case, and the assortment of chinaware is handsome and attractive. You will find with the chinaware displayed the Tea will prove a good seller. Price per pound 40c.

CANNED SALMON—This is the month in which Canned Salmon sells the best, in fact it is becoming more popular every year; it takes the place of fresh meats which are high in price, it requires no cooking and can be easily served. Hapgood's Columbia River, in 1-lb. flat cans, per doz. \$2.35; Fancy Red Alaska, Halcyon Brand, 1-lb. tall cans, at \$1.65; Choice Red Alaska, Kodrak, at \$1.60; Choice Medium Red Alaska, Quartermaster Brand, at \$1.15; Selected Pink Klawack, at 95c. Pink Hunter Brand, at 92½c.; Pink Temple Brand, at 90c.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch number blades; size over all, 13½ inches; feel unusually good; handle is cocoa pla wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 4, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, 1 in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have a refrigerator, 57½ inches high, 25 inches wide and 25½ inches deep, ice capacity about 250 pounds, in good condition. Selling price, \$18.

Also 1 case of 64 5-cent packages of Miller's Lasting Starch, at 2½ cents per package; in good condition.

W. H. HERSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each.. \$5 80
3 Carnation Berry Spoons, \$1.75.. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40

5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts., Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 24.

I have on hand in good condition:—
5 cases Cake Mix, Oriole, cost \$1.30 per dozen.

3 cases Cruller Mix, Oriole, cost \$1 per dozen.

3 cases Biscuit Mix, Oriole, cost \$1 per dozen.

Will sell for cash, Cake Mix, \$1 per dozen, and Cruller and Biscuit, 85 cents per dozen.

J. WARREN FRAME,
West Chester, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

6-oz. bottle, \$1.00 the dozen

11-oz. " \$1.50 "

24-oz. " \$2.00 "

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia



Women Know

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere

Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

The Grocery Markets

Tea.

The tea market is much upset by the war situation. Spot old teas are nominally 4 to 5 cents higher, but the supply is low. New teas, which have not yet arrived, show a certain, but still undetermined, increase in cost, owing to the advance in exchange and in insurance. This will amount to several cents per pound. The situation is very unsettled; consumptive demand light.

Coffee.

The coffee market has recovered from the slump which followed the declaration of war, and prices on Brazils are now higher than they were before the slump. Milds have advanced 1 cent per pound. The cause is the difficulties of shipping and receiving new coffees, and the increase in exchange and insurance. Mocha has also advanced and some holders are asking 25 cents for it green and in a large way. This is an advance of 2 cents within a short period. Java is still unchanged, being already quite high. The consumptive demand for coffee is only fair.

Sugar.

Sugar has advanced during the week, both raws and refined. The raw situation is very unsettled, owing to the same difficulties which are disturbing other lines—difficulties with shipments, insurance, exchange and the demand here from England, which would ordinarily get it in Europe. At the present writing granulated is quoted at 5 cents, but this price may advance further before these words are printed. Raw sugar has been sold at 20 to 30 points advance.

Syrup and Molasses.

Glucose is unchanged and so is compound syrup. There is a big demand abroad for our corn products, and if this is interfered with it may depress the markets of this country. Nothing like that has happened as yet, however. Compound syrup, sugar syrup and molasses are all unchanged and dull.

Fish.

The Norway mackerel situation is in the same uncertainty as other lines. Certainly, if the present situation continues we will get no more mackerel from Norway, nor, incidentally, from Ireland, for the present. This is sure to affect prices on spot stock, in spite of the comparative abundance of our own shore mackerel. Prices have not materially advanced as yet, but almost certainly will unless relief comes. Cod, hake and haddock are unchanged and dull, but prices are firm. Domestic sardines are scarce and high, by reason of short catch, which improves but little. Some packers are talking advance. The war still further complicates the foreign sardine situation, which was bad

enough before, by reason of scarcity. Prices on foreign sardines have been withdrawn by the packers and the future is absolutely uncertain. Salmon of all grades, spot and future, is unchanged as yet; demand fair.

Canned Goods.

Tomatoes are unchanged, demand fair. New pack goods now being offered are not very good. Old tomatoes and futures are exactly where they were a month ago. The pack outlook is all right, although the season is late. Peas are probably going to be all right, speaking of the new pack. Indications are for at least a fair pack about everywhere. Corn is unchanged, with good indications. Apples are very scarce on spot and command high prices, meaning New York State gallons of last year's pack. New goods will be packed by the last part of this month, however, and this will bring prices down. California canned goods are where they were a week ago; demand fair. Small Eastern staple canned goods are fairly active and unchanged.

Dried Fruits.

Future prunes are a substantial fraction cheaper, owing to the strong prospects of losing the foreign outlet, upon which the high future price was based. Spot prunes are unchanged and quiet. Apricots are also due to be affected in the same way, though they have not been as yet. Peaches are low and dull. Raisins show added firmness and sultanas are slightly higher, as they are the nearest things to currants, which are exceedingly firm and high. Currants are at least 1 cent per pound higher, by reason of the war. Citron shows about the same advance for the same reason. Other dried fruits dull and unchanged.

Beans and Peas.

Pea beans are about 30 cents per bushel higher, because foreign beans will be unavailable for the present. The quotation in a large way is \$2.50 to come forward, but spot holders are still willing to sell at around \$2.25. They will probably not be for long, however. Marrows have advanced 25 cents, or to \$3.25, with \$4 predicted. California limas are up another 1/2 cent, or 8 1/2 cents, with 9 cents in sight. Extreme scarcity on spot is the main reason here. All growers have withdrawn future prices, owing to the probability that imported limas will not come in. Yellow split peas are about 50 cents higher, because of the threatened lack of imported. Other dried peas unchanged.

Butter.

There has been active trading in butter during the week, and the consumptive demand is very good. Prices are firm, but without change from the last

report. The quality of the butter arriving is very good, all grades meeting with ready sale on the present market basis. A continued good demand is looked for.

Eggs.

The egg market shows firm prices and an active demand for all grades. The situation is healthy and no immediate change is in sight.

Cheese.

The cheese market remains stationary, with a good consumptive demand. Advices from the producing sections show falling off in the make, and the indication is for slightly higher prices. The bulk of the receipts are absorbed on arrival and the general situation is healthy.

Provisions.

There is an active consumptive demand for all cuts of smoked meats, and prices are firm and unchanged. The speculative market in September and October option is decidedly off, owing to the war and the fact that a large export business will likely be interfered with. The spot market, however, is not yet affected. Barrel pork is unchanged and fairly active. Dried beef unchanged and steady; demand fair. Canned meats tending higher.

THE NEW YORK LETTER

(Continued from page 17.)

ognizing the quantity price, which has a certain economic value. He said that the large store is under heavier expense than the smaller store and should make larger profits, which are made possible by quantity prices.

Mr. Stix said that he believed in fixed prices, but they are not the same thing as the one-price plan. Uniform prices, he said, do not give a fair show to the rights of the seller. It makes a difference to him whether he sells for cash or on credit, whether he sells in small or large quantities, and there are differences as to methods and expenses of delivery. The speaker said that in his opinion the Interstate Trade Commission Bill is a fairer measure than the Stevens Bill. He believed that the proposed Trade Commission could do more in restraining unfair practices than can be done under an inflexible law.

Wednesday afternoon the visitors and members of the local societies enjoyed rides about the city in automobiles and visited many points of interest. In the evening a smoker was given in the hotel, with upward of 600 grocers present.

Thursday morning was devoted to an executive session.

Thursday afternoon a number of additional resolutions were adopted, in some instances after considerable discussion.

A resolution was adopted in favor of a State law similar to the New York City law, requiring the registration of removals and keeping of records of such removals by moving and warehouse companies and truckmen, in order to check the dead beats who move from one place to another and thus evade payment of their bills for household and other supplies.

Uniform containers for farm products shipped in interstate commerce were favored in another resolution, which called for the enactment of a law bringing this about.

The association voted in favor of law requiring grocers to remain closed all day Sundays.

Another resolution asked for amendment of the State labor law as to exempt grocers' clerks. It was set forth that because of the nature of the business the clerks should be allowed to work longer hours than in the case of other kinds of labor.

A resolution was adopted asking for the amendment of the bulk sales law that buyers shall not be responsible for the debts of their predecessors.

A resolution was adopted disapproving the practice of placing coupons in packages of merchandise, magazines and daily papers.

Special votes of thanks were extended to Frank Meyer, of the Fleischman Co. and Mr. Steele, of the National Biscuit Co., for courtesies extended during the convention. Votes of thanks were given to the manufacturers and jobbers who aided in making the convention a success, also to the local associations and the Convention Committees for the labors in making the excellent arrangements.

The election of officers was next in order.

President Wm. Jeffery, Hornell, was unanimously re-elected amid much enthusiasm. Peter Becker, Brooklyn, the first vice-president, was also re-elected by a unanimous vote. For second vice-president, Ervin Jehle, Buffalo, was chosen unanimously, and in the same way P. A. DePuyt, Rochester, was elected third vice-president. For secretary no other name than that of Charles Thorpe, New York, was mentioned, and he was chosen by a unanimous vote.

Before the close of the convention Fred. Mason, of the Shredded Wheat Co., invited all who would remain over until Friday to visit the Woolworth Building, and its famous tower, as the guests of the company.

In the evening the annual banquet took place. The toastmaster was Henry Minners, of the local Entertainment Committee. The list of speakers included W. H. Steinkamp, the Rev. J. Weyl, A. C. Monagle, C. S. Tuttle and George Suhr.

Your correspondent called this week on Louis Meyer, of the Louis Meyer Trading Co., 105 Hudson street, who was recently appointed representative of this country of the new Norwegian mackerel combination. Mr. Meyer was appointed just before the opening of the war in Europe and because of the opening of hostilities is not able to spend much at this time as to the future of the mackerel trade.

Cable messages have been checked and shipments have ended and he is left much in the dark as other people as to conditions and the prospects.

The new combination of mackerel interests is supposed to represent close to 90 per cent. of the mackerel output of Norway. Mr. Meyer expected, (

ceiving his appointment, to start efforts to increase the output in this country and to assist in placing the business upon stronger basis than in the past. At present, however, he has not been informed as to what is being done in relation to the pack on the other side and there is no telling as to how much the pack may be spared for this country. He said that the spot supplies are sufficient for the present, but cannot compute how long they may last. Prices are strong.

Mr. Meyer has been in the salt fish business for 25 years and so is thoroughly familiar with it in all of its phases. He said that, of course, there has never been any situation like the present in all of his experience and it is useless to talk of the prospects under such conditions.

From another source it was learned that according to the letters received from Norway, the work of the packers was interrupted by the calling of the reservists for maneuvers. It is now supposed that the reservists will be held under arms, as in the case of the other European countries and so nothing can be definitely known as to the pack for some time to come.

Importers of food products are hard hit by the war in Europe and the action of various governments in prohibiting the exportation of foodstuffs during the war. Even without such prohibition, the shipping conditions would seem to make it impossible for the importers to get additional supplies while the present condition continues.

Meetings have been held by a number of associations, including the American Association of Importers of Food Products and the Chamber of Commerce. They have talked over conditions, but conclude in general that there is not much they can do. It is between seasons in most lines, when supplies are at low ebb, and there is no way of knowing when any additional supplies may be obtained.

It is certain that calling the reservists away from the factories and fields will seriously interfere with the production of various kinds of food in European countries.

So the importers face a problem that is beyond their solution and all that they can do is to await developments. Many of them will naturally turn their attention to domestic food products as substitutes for the imported food.

Lentils were quoted at 3 cents; now they are selling at 9 cents and still soaring. Dried beans are being sold in place of lentils and the beans of various kinds are also advancing.

Prices of red pepper and paprika have doubled in the last week.

The Italian importers are especially disturbed. The value of the imports of Italian food products into the United States last year was upward of \$50,000,000. These products included macaroni, cheese, olive-oil, wines and dry vegetables.

The French sardine importers are among the sufferers.

The extent of the trouble for the food importers is, of course, greatly increased

by the fact that even in the countries which have not engaged in the war the exportation of food products has come to an end.

Houses which have confined themselves strictly to imported products are naturally suffering the most from the present situation. Other houses, which deal in both foreign and domestic products, find it easier to shift their trade at this time to the domestic goods.

While supplies of imported food products are now limited, the buyers throughout the country show an eagerness to get stocks, even at the advanced prices. Some of this eagerness is due to the anxiety of dealers to provide for future contingencies and some is caused by speculation.

Additional particulars as to the effect of the war on various products are given in the annexed market summary at the close of this letter.

SUMMARIZED MARKET CONDITIONS.

All of the markets are affected by the European war, which has made conditions unsettled and uncertain.

The coffee market has been in an excited condition all week. The Coffee Exchange closed on account of the war and in response to requests from members. There was a demoralized state of affairs in the early part of the week. Later, the stoppage of shipments from Brazil and other centers put the holders of spot coffee in control of the local situation and prices went up, until today they are 2½ to 3 cents above the level of a week ago. The roasters are obliged to pay the higher prices and quotations are changing so frequently that there is no telling what prices will be from day to day. Curb quotations on future coffee are also advancing. The National Coffee Roasters' Association has addressed a letter to the members advising them to give careful consideration to actual coffee values so that they shall not sacrifice the stocks they are now carrying.

There is equal excitement as to teas. Holders have advanced their prices and buyers are paying the higher prices for urgent needs. The stoppage of shipments and the light warehouse stocks are the factors making for higher prices. Another factor is the report that the Government will impose taxes on teas and coffees in order to make up the revenues cut down by the effects of the war on general foreign business. While shipments of teas from the East at present are regarded as out of the question, it is considered likely that cargoes will be sent later on the Pacific route. India-Ceylons have been hard hit by the shipping situation. This turned attention to greens. To-day more attention is being given to black teas, including Formosas, Foochows and Congous, especially in the cheaper grades.

Rice has advanced about a quarter of a cent on domestic grades this week. Spot stocks of old crop are light, it is said. New river rice will begin to arrive here in a week or so.

Spices are active. The country is urgently wiring for supplies and is willing to pay the prices, which have advanced sharply in the last few days. The grinders are evidently anxious to provide themselves with sufficient supplies for all contingencies. The holders are accordingly taking profits, but some holders are more inclined to withdraw from the market in the expectation of prices going to a still higher level.

Both raw and refined sugar have been advancing. The Arbuckles, Warner and the Federal put up their prices to 5 cents for standard granulated. How-



A Welcome Call.

Here is a telephone message that is becoming more frequent and more popular every week:

"Send me a dozen packages of Jell-O."

Women are learning that Jell-O can be made up in so many different ways that a new

JELL-O

dessert can be served every day, and they find it is best to order a dozen or so packages at a time.

Most grocers encourage the dozen habit, for it makes good customers.

Jell-O is made in seven pure fruit flavors—not artificial flavors. It is just such a high-grade product as first-class grocers like to furnish in response to a brisk demand.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

ells withdrew from the market temporarily. The American will sell at 4.50 cents, but only to regular customers, who have no orders on the books and only for prompt shipment.

There is a strong market in domestic canned vegetables of all kinds, but as far as local buyers are concerned, there is little present activity. Most of the distributors seem to have covered their early requirements. Tomatoes are steady. Peas are scarce and firm, string beans tend upward because of crop reports. In the better grades, corn is not plentiful and the offerings are only moderate.

There is only a limited movement in canned fruits, but as there is no pressure on the part of packers to sell prices are steady.

All European canned food is tending upward as supplies are limited and further exports from the European countries are now prohibited.

Sardines are materially higher than they were a week ago and the prices from day to day are a matter of bargaining between buyer and seller. Spot stocks are light, both of European and domestic sardines. Canned salmon of all kinds is strong, with an advancing tendency.

Agents of European shippers have withdrawn quotations on foreign dried fruits, including currants, raisins, cit-

ron and other products. There is a speculative demand for spot supplies, which are tending upward, but holders are generally keeping their stocks for their regular trade. Domestic dried fruits are fairly steady. There is only a light demand for California prunes and a few sellers are willing to shade prices slightly. Dried peaches are dull. This is true also of apricots, there being only a slight demand for them in this market. As Europe usually takes a large proportion of the output and the European markets are now closed to such shipments, it is thought that the packers have a surplus for this market and buyers are holding off with this contingency in view.

Flour is being sold mostly in small lots. The buyers, as a rule, prefer to place orders only for requirements and to let the future take care of itself. They know that the war may advance prices, but they also know that if exports should be stopped as the result of the war, supplies would accumulate and prices fall. So the general policy is to buy with caution. Spring wheat patents have been selling in the last day or so in jute from \$4.75 to \$5 and some mills are asking more money, while others refuse to make quotations. There were some sales of Kansas straights in sacks at \$4.25, but these prices were afterward withdrawn.

In receipts of butter there has been an increase in the proportion of fine goods and there is some tendency to weakness in prices of such goods. On large business, concessions can probably be obtained. The extra range from 29½ to 30 cents, with only the finest quality commanding the outside figure. It is possible that some sales may be put through at 29 cents. Most of the business in firsts is within a range of 26½ to 28 cents. Seconds are quiet and range from 23½ to 25½ cents. Process is firm, with the best grades bringing from 22 to 24 cents.

Eggs are quiet. There is a scarcity of strictly fancy qualities. Offerings of average fine goods seem to be sufficient for requirements. Most of the current receipts grade as firsts or seconds, and on these the market is fairly steady, with a moderate demand. The fresh-gathered extras are quoted at 26 to 28 cents; extra firsts, 24½ to 25½ cents; firsts, 23 to 24 cents; seconds, 20 to 22 cents. Nearby eggs have a range up to 32 to 33 cents for fancy, large new-laid eggs. Special marks in refrigerator eggs are quoted at 26½ cents; firsts, 25 to 26 cents; seconds, 23½ to 24½ cents, all charges paid.

FRED. A. MCGILL.

CORRESPONDENCE.

To Buy Walkover Shoes.

Clearspring, Md., August 3, 1914.
To the Editor.

Dear Sir:—Can you tell me where I can buy Walkover shoes?

Yours truly,
A. C. M. HOUCK.

The manufacturers of Walkover shoes are Geo. E. Keith Co., Brockton, Mass. Any wholesale shoe dealer has or can get them.

Truax Says He Doesn't Belong to the United Retail Grocery Stores Co.

Toledo, Ohio, August 1, 1914.
To the Editor.

Dear Sir:—In your issue of July 20, 1914, you make the statement that I, C. C. Truax, am one of the promoters of the United Retail Grocery Stores Co. Now, gentlemen, this is entirely untrue, which fact the writer wishes to state that he is in no way, manner, shape nor form has or had anything to do with the United Retail Grocery Stores Co., and your statement to this effect is injurious to my reputation and the success of the companies in which I am interested, namely, the Pittsburg Wholesale Grocery Co., Pittsburg, and the United Grocers' Co., Toledo, Ohio, which companies are perfectly solvent and in fine financial and physical condition.

I think under the circumstances that a retraction on your part in your next issue of your paper is nothing more than fair and just, both to your paper and ourselves.

Thanking you in advance to give this communication your immediate attention I beg to remain,

Yours truly,
C. C. TRUAX.

To Buy Baskets.

Renovo, Pa., August 5, 1914.
To the Editor.

Dear Sir:—We have some calls from our former trade for baskets, such as are used for packing peaches, tomatoes, etc., the 20-pound or one-third bushel size especially being asked for. Can you advise us where we can purchase same.

Yours truly,
BROWN & CO.

Eastern Basket and Veneer Co., 1002 Fidelity Building, Buffalo, N. Y.; Philadelphia office, 167 N. Front street.

Dry Goods—Notions—Knit Wear

Jobbers Win "Overland" Cars in Unique Sales Contest.

A sales contest, confined to the jobbing trade, instituted by the C. A. Edgerton Mfg. Co., manufacturers of the "President" suspenders, which opened July 1, 1913, was closed June 30, 1914. The following were the winners: Class A.—Michael Brothers, Athens, Ga. B.—J. R. Westlake & Bro., Newburgh, N. Y. C.—R. M. Harrill Co., Rochester, N. Y. D.—Hibben, Hollwig & Co., Indianapolis. E.—Baltimore (Md.) Bargain House; Levi Strauss & Co., San Francisco. It was the privilege of the winners to choose between a five-passenger touring car and a two-seated roadster, and each of the prize winners called for a five-passenger machine.

The order was placed by the Edgerton Co. for six Overland five-passenger touring cars, not only fully equipped as per official specifications, but with electric self-starters, which means an additional cost to the famous \$950 car turned out in such complete fashion by the Willys-Overland Co., Toledo, Ohio. The cars were shipped to the half dozen fortunate firms free of cost, F. O. B. destination, on July 10th. The Edgerton Co. accompanied each car with this cheerful message: "We trust that the gentlemen who will drive the cars will be as pleased to receive them as we were to present them." A circular letter to the entire trade was also despatched covering this information, with a "few" pertinent remarks about their product on the side. The literature employed in this unique contest, something new and refreshing going out at regular intervals throughout the year, while forceful and pertinent, reflects no little credit on the Edgerton Co.'s advertising department.

One criticism only might be made in respect to this doubtless effective campaign, otherwise the "Overland" prize cars would not have been delivered to the lucky six, but as Mr. Klausner's artistic feelings might be hurt it will be withheld or, as the serial stories read, "continued in our next."

Court Decree Enforces Cleaner Merchandising.

Another step has been taken by the Federal Courts to enforce trade-mark rights relative to merchants carrying a misleading or fraudulent stock of well-known goods for ulterior purposes. A case in point is that of the B. V. D. Co. vs. Lucien J. Freud, in the United States District Court for the southern district of New York, a final decree being signed by Judge Hand July 22d, as follows:—

This cause coming on for final disposition, it is ordered, adjudged and decreed that a perpetual injunction issue out of and under the seal of this court, enjoining and restraining the defendant, Lucien J. Freud, individually and as Freud Bros., and as Heck,

and as Heck & Co., and as Madison and any other names under which he may now or hereafter do business, from substituting for the B. V. D. Co. underwear, underwear of other makes when B. V. D. underwear is called for by customers; and further, from advertising or placarding, or in other public ways announcing the sale of B. V. D. merchandise unless he shall be equipped to sell B. V. D. underwear of the average or usual sizes to customers desiring to purchase B. V. D. underwear; and further, from carrying such placards or announcements in windows or display cases, or otherwise exposed to public view in any one store whenever his stock of genuine B. V. D. underwear in said store is *below the stock required to satisfy the requirements of customers for B. V. D. underwear for usual or average sizes*; and further, from using or employing in connection with the sale of goods other than B. V. D. goods the trade-mark "B. V. D.," either alone or in connection with other words or devices, such as "B. V. D. Style," or similar expressions, or expressions of the same purport, either on the goods themselves, or in advertising matter, placards, signs, etc.

This is an important decree, applicable to many cases where the reprehensible practice is followed in various lines of branded merchandise which have been made known and become popular sellers through the generous and persistent advertising in National publications and trade mediums. It involves a *new line of correction* against dealers or general merchants who carry an extremely small stock of the trade-marked article—usually in sizes few people can wear—while prominently placarding the store and window with announcements of the genuine article, and then selling imitation merchandise to the customers thus lured into the store. Doing business in such a way is radically unfair, and if such merchants want the public patronage—on the basis of their public announcements—in order so that the public is not imposed upon, they must keep on hand a reasonable amount of stock in the normal sizes to meet the buyer's requests. The point covered by this decree is surely a *step in advance in the direction of cleaner merchandising*. The decree also forbids alluding to a trade-mark in any manner and substituting and selling other goods therewith. This company is waging a relentless war in the courts against merchants who either carelessly, ignorantly, and in some instances maliciously, endeavor to palm off spurious for the genuine merchandise, whose sole protection, aside from its merit, is the trade-mark. This is the only guarantee the public have of its identity as the *simon-pure* goods.

Style Guarantee a Fake. Fashions Lack Metropolitan Indorsement.

The practice of some manufacturers, principally in the East, it is understood, of shipping goods to merchants for sale

on consignment, is condemned in no uncertain terms by the largest and most influential firms in the trade. As previously noted in this journal, the Credit Group of the Silk Association of America expressed this view, followed by the emphatic declaration, to the same effect, by Philip Frankel, secretary and speaking for the National Cloak Suit, Skirt and Dress Manufacturers' Association. On this so-called "style guarantee" matter or sending of goods on memorandum, J. P. Hovland, president of the same association, as well as chief executive of F. Siegel & Bros. Chicago, one of the largest cloak making houses in the country, writing to the "Modern Merchant and Grocery World" says: "I fully believe that our secretary Mr. Frankel, has fully covered our position with regard to the practice of shipping goods on memorandum." Mr. Frankel's statement was published in the issue of July 20th, in which words were not minced condemnatory of the faking guarantee.

In connection with the above association's bulletin on the coming styles in women's wear, it is reported that while the merchants in the West may accept its dictum, elsewhere they are wary until New York has issued its indorsement. According to the latest advice the metropolis has not yet "spoken," and therefore retailers and the cutting up trade are still in doubt as to just what the new styles will be. Doubtless the Western contingent is satisfied that not anything more need be said on the matter whether New York approves or not. At the same time, it is admitted fashions without metropolitan indorsement do not "go" with much rapidity. At least competent judges so declare and this without meaning anything hostile to the energetic vogue makers of the Middle West.

How Suspenders Are Merchandised

Retailers do not, as formerly, buy large initial stocks of suspenders from manufacturers at the beginning of each season. There was a time when retailer would stock up with the season's suspender needs or cover themselves for a good part of the season, and the order went to the manufacturers direct. But now there are fewer suspender maker calling on the retail trade—several of the suspender manufacturers who sold the retail trade have gone out of business. Again, it is too costly because of the change in the retailer's method of buying suspenders for manufacturers to have salesmen call on the retail trade with suspenders exclusively. So a larger percentage of the suspender business now goes to jobbers.

A Great Factor in Dress Goods.

The American Woolen Co. announces that it will show a line of dress goods fabrics to the jobbing trade, retailers and cutters-up for spring, 1915 delivery. The "Textile Manufacturers' Journal." This is not a new departure for the company, as for several years it has been catering more or less to this trade. This season, however, it will show a more comprehensive line in the dress goods department and is preparing



Be an Expert on Hams

You will be surprised to see how many hams you can sell by being able to guarantee every one. Each and every one of **SWIFT'S PREMIUM HAMS** will back up the strongest guarantee you can give it.

You can satisfy your trade and increase it by selling **SWIFT'S PREMIUM HAMS** because their quality never fails.

We keep **PREMIUM HAMS** well advertised, and that makes them easy to sell. **Swift & Company, U. S. A.**

Breezes Bring Business

¶ If you have an Electric Fan or two in your store it will be free from flies, inviting to your customers and pleasant to work in.

¶ If you have an Electric Coffee Grinder you can save much time and energy, and you can wait on more customers.

¶ You need Electric service in YOUR store—it means greater economy, greater efficiency and more business.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

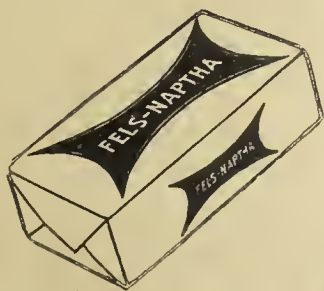
MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

¶ There is a comfortable sense of satisfaction in selling **Fels-Naptha Soap**.

¶ You know that its merit and quality will in turn satisfy your customers because **Fels-Naptha** does what we claim, no boiling, no scalding; time saved, work saved.



Fels & Co.
PHILADELPHIA

to enter the market more extensively than heretofore.

Salesmen Booking Good Business West.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "The increasing numbers of merchants coming to market is stimulating general business conditions most favorably, and as this is the logical time for merchants to come the next few weeks promise to be busy ones. All reports show that more merchants are coming to Chicago than for a number of years. Harvesting throughout the country shows a crop yield that backs up very forcibly the early estimates and in most instances the yield is far beyond those of past years.

"Salesmen on their territory are booking more business than for the corresponding period a year ago. No one commodity is receiving more attention than another—indicating that stocks are in a good average condition. Cash receipts for the past week show a favorable increase over those preceding."

Hosiery Guarantees Not What They Seem.

An interesting symposium has been carried on in "Printers' Ink" on the efficiency of the guarantee in connection with certain classes of merchandise. Manufacturers in a number of different lines have made contributions and what they say pro and con is not devoid of interest to the general storekeeper. One of the best-known guarantees is that covering hosiery, and just what it means is clearly set forth by J. E. Fitzgibbons, of the Phoenix Knitting Works, Milwaukee, Wis., as follows:—

The ideal guarantee for the consumer who wishes to get something for nothing and for the manufacturer, who can afford to give two pairs of hose, for instance, for the price of one, is the hosiery guarantee which is unrestricted and without any "explanations." The consumer who buys hosiery under this guarantee knows that it is stated specifically that he will get new hose free for every one that wears holes within the specified period; and even if this hosiery has given him satisfaction in the ordinary sense of the word, he is going to see to it that the hose are worn so that he can bring them back and get new hosiery free.

In other words, when he purchases hosiery under such a guarantee, he expects to get two pairs of hose for the price of one, and the manufacturer putting out hosiery under this proposition has got to figure this element in when he tabulates his cost. Now, if the consumer would figure this out he would see that instead of buying value in the hosiery, he is simply purchasing a guarantee. If this is what he desires, all very well and good. On the other hand, if he wishes to buy merchandise of quality, he cannot expect the manufacturer to put himself in a position of being compelled, in 99 cases out of a hundred, to constantly replace merchandise.

The word "guarantee" is so much misunderstood and is so abused both by the dealer and the consumer that we have refrained from mentioning it entirely in any of our advertising or on any of our merchandise. We have found much

better results by placing the consumer on his honor as to what service he expects rather than to give the so-called time limit guarantee.

We have over 6,000 accounts on our books, and with the possible exception of one or two minor cases, there is not a retailer but what has increased his hosiery sales, and welcomed the change to our present system of allowing the customer's honor and sense of fairness to decide.

There is no end of humbug in these so-called "guarantees," especially with hosiery; but they make excellent talking points in selling merchandise nevertheless.

Fake "Receiver" Sale Gets Its Originator in Trouble.

New York City has an ordinance prohibiting misrepresentations in advertising and the sale of goods. The first conviction under this regulation was secured July 22d, the victim being Jacob Kantrowitz, proprietor of a clothing store. Kantrowitz advertised that certain standard goods were being sold below cost by "order of a receiver." A detective found that no receiver had ordered the sale. Sentence was suspended upon the defendant's plea of guilty. Ordinances of the same tenor will eventually get on the books in every large community some day, when the fake "fire sale" and other fraudulent methods of swindling the public—now openly and shamelessly practiced everywhere—will be stopped, to the benefit of every reputable merchant.

Cancellation of Orders An Abuse.

Every line of trade suffers more or less from that unmitigated nuisance and abuse by merchants, the cancellation of orders. It ranks with the returned goods problem, of which the "Modern Merchant and Grocery World" has had considerable in the past couple of months. Manufacturers and wholesalers have expressed themselves forcibly on the subject in this department. The dry goods jobbers have protested strongly also on the cancellation of orders, and the National Wholesale Dry Goods Association, under date of August 3d, has issued the following circular letter to its members:—

Our attention has been called to the question of cancellation of orders, one of our members just citing a particularly aggravating case, as follows:—

A concern located in one of the large cities of the Central West ordered in February from us a quantity of coats, giving styles, assortment of sizes, etc., the goods to be shipped on August 1st. As is our custom, we made up these goods during the spring months, packed the goods and had them ready for shipment to this party, who now cancels the order without explanation. The cancellation was made some two or three weeks ago, and we have written them upon the subject protesting against the unfairness of such a cancellation without explanation, but they simply state that they will absolutely refuse the goods if shipped them.

Doubtless similar cases have arisen in your business, and we are accordingly asking for the benefit of your expression and particularly of the means which you have adopted to lessen or prevent un-

warranted cancellation of orders.

Our member, of course, understands that he may ship the goods according to the signed order and take legal measures to force the carrying out of the contract on the part of the customer, but in the knowledge that the cancellation of orders is an abuse from which the dry goods trade has suffered for many years, it is his belief that an interchange of expression and method employed to correct this evil may be very helpful.

Any one familiar with the situation can make a good guess what the members of this energetic and useful association will say in their exchange of "confidential news." Perhaps none of these documents will be furnished for publication, but they ought to be *pro bono publico*.

Studs to Displace Buttons on Shirts.

Through the Styles and Advertising Committee of the American Retail Jewelers' Association, an effort will be made to induce shirt manufacturers to substitute buttonholes for buttons on certain lines, notably soft shirts, in order that the sale of shirt studs may be increased. The resolution passed at the recent convention of North Carolina retail jewelers was as follows:—

Whereas, The manufacturers of men's shirts, and particularly the soft or outing shirt so generally worn, sew pearl buttons on all their product in a way that makes the wearing of studs in these articles impossible unless the wearers have special buttonholes made; and

Whereas, This custom in making shirts interferes with and prevents the sale of a large number of gold and other studs by retail jewelers; therefore be it

Resolved, That this association ask the American National Retail Jewelers' Association to lay these facts before its Styles and Advertising Committee in order that the latter may see if something cannot be done to make the use of studs in all shirts popular again.

Now if the association will use the trade press judiciously this laudable work can be boosted to success. Studs would be an improvement in some respects over buttons, providing they were attached to a neat chain so they could not roll under the dresser or out of sight in the operation of slipping on the shirt. There is room for an improved stud that carries some insurance against unexpected and therefore embarrassing loss.

Aftermath of the Wholesalers' Presidential Call.

When the dry goods, hardware and other wholesalers made their memorable call upon President Wilson, in Washington, D. C., on July 29th, the main facts were reported, but not the informal conversation which followed the set speeches on both sides. This is reported by the secretary of the National Wholesale Dry Goods Association, and as the account throws new light upon what took place, the main facts are subjoined:—

W. D. Taylor, president of the National Hardware Association, Cleveland, Ohio, spoke on Clause IV of the Clayton bill, which relates to exclusive selling arrangements and remarks were made on

other phases of pending legislation by W. Hires Turner, of Hires-Turner Glass Co., Philadelphia; W. S. Kenny, of James H. Rice Co., wholesale glass, Chicago; Harry French, of Smith, Kline, French & Co., wholesale drugs, Philadelphia; and T. James Fernley.

The delegation said to the President that Section II of the Clayton Anti-Trust Bill, which refers to price discrimination, was approved by them, as they felt satisfied with the addition of the amendment which provides that nothing contained in the bill should apply to sales made in good faith to meet competition and not intended to create a monopoly. It was the belief of the committee that this legislation would prove to be adequate in punishing discriminatory practices by those seeking to maintain or secure a monopoly without injuring the legitimate interests of the plain merchants of the country.

With regard to Section IV of the Clayton Bill, which prohibits exclusive selling arrangements, our committee favor such legislation as this, insofar as it would serve to punish those seeking to secure and maintain a monopoly and yet not injure the legitimate interests of plain business men. The delegation therefore suggested to the President the possibility of amending this section in the same manner as Section II was amended, to wit: "Provided that nothing herein contained shall apply to any such lease, sale or contract for sale, or other acts herein above declared unlawful when made in good faith to meet competition and not intended to create a monopoly."

President Wilson said that those who were endeavoring to draft this legislation had realized that the exclusive selling problem was one which was very difficult to reach by legislation. He pointed out that if a law were made too narrow there were those who would resort to evasions in order to accomplish the purpose which the law sought to prohibit, and if the law were made too broad, it would injure the legitimate interests of those whose activities the Government wished to refrain from impairing. The President called attention to the fact that exclusive selling arrangements might result in no harm in a large city, because of the presence of numerous distributors, in addition to the one who had the exclusive selling arrangements with one manufacturing concern, serious harm might be done in rural communities where there was but one distributor.

W. D. Taylor, who presented the views of the wholesalers on this section, pointed out the fact that manufacturers and wholesalers often selected a local dealer to handle a particular line of goods, feeling that the sale in towns were limited and that while there might be good business in the line for one dealer there would not be enough business

OLD ESTABLISHED FIRM
in New Zealand with a
valuable connection is prepared to undertake sole agencies for Groceries, Confectionery, and other lines. Indent or consignment. Apply in first instance Post Office Box 115, Wellington, N. Z.

of sales were spread among two or three, enlisting the interest of the dealer in the line by reason of such exclusive selling arrangements. With regard to the trade commission bill, the delegation suggested the possibility of an opinion being expressed by the Trade Commission on a programme or policy before it had been put into effect.

The President pointed out the fact that such a task would be extremely difficult because no matter how hard a business man would endeavor to detail his programme for approval or disapproval by the Commission, it would be found there were cases where deviations would be made without any intention of doing things which had not been passed upon by the Commission. The President further indicated that the Trade Commission might approve of a programme, but that the Department of Justice might differ and might institute a prosecution with the possibility of conviction. This, of course, would lead to bad feeling on the part of those involved, so that the President felt that it would be impossible to tell business men how to proceed in accordance with the law in advance. The President said that he felt that when pending legislation was passed and with the interpretation which had now been made on existing laws, the steering would be easier and that the channel would be well marked and all would know how to sail their craft safely.

The delegation also suggested that any legislation looking toward the establishment of a Trade Commission and the regulation of trade and commerce should apply to corporations and that it was their belief that all legislation of this character should apply equally to corporations, partnerships and those doing business in their individual capacity, so that all such legislation should cover any and all types of business organizations and that none should be exempt.

The President said that he had been told by the Commissioner of Corporations that there were scores of thousands of corporations rendering reports to-day and that to include partnerships and those doing business as individuals, would involve monumental labor and that a new building, the size of the Capitol, would be required to care for the annual reports, to say nothing of the other data and records and correspondence involved in the task of including other than corporations in the scope of the proposed legislation.

The delegation referred to the fact that the position of the middleman was established on a sound economic basis and that the service which the wholesalers and retailers of the country were rendering was of great value to the public and that goods were being placed in the hands of consumers at a lower price than if the service of the middleman was not available. Calvin M. Smyth, of Young, Smyth, Field Co., called the attention of the President to the fact that the middleman was the keystone of the commercial arch.

The President, in speaking of this, said that he realized that the middleman was an economic factor which could not be dispensed with and he thought that the public clamor against the middleman had only been aimed at cases where there had been a multiplicity of middlemen between the source of supply and the ultimate consumer. The President suggested that while the present legislation may not fill the immediate wants of the general business public, that it will by gradual development become an integral part of business life and he

suggested that with patience and with the assistance of the business public the legislation would develop into a satisfactory reform and would serve to put the business of the nation on a firm and satisfactory basis. The President, in conclusion, said that all of the legislation pending in Congress is "fluid" until it is passed, and that he would be very glad to bear in mind the suggestions of our delegates when further considering the pending trust legislation, which he hoped would be passed within the next six weeks.

Subsequently J. E. Baum, president of the Supplee-Biddle Hardware Co., who was one of the delegates, expressed himself very frankly about the visit, as follows:—


The President may be big and broadminded, but he certainly is not in sympathy with business men and cannot see their point of view. He made the rather remarkable assertion that there was no difficulty at all in enunciating general principles for the control and conduct of business that were so self-evident in their truth that no explanation or argument was needed to substantiate them, but that he had found, in putting them into practice, that there were many objections and obstructions, and that in order to bring about the desired result he must follow the line laid out without deviation. As the President dismissed the items of our statement or bill of complaint, if you please, one at a time, his attitude suggested 100 per cent. of personal self-confidence and satisfaction in his reasoning, and many members of the committee went away with the feeling that they had been looked upon as schoolboys unable to recite their lesson.

Hardware Tools Specialties

Circumventing the Mail Order Bunch.

A plan to circumvent the catalogue houses has been put into practice by a Western manufacturer. It will rivet the attention of the general merchant whose trade has been demoralized by this pestiferous institution. The Moline (Ill.) Plow Co. has organized a separate company, known as the Tiger Vehicle Co., for the purpose of making vehicles to be sold in competition with those offered by mail order houses, which have been selling, it is declared, 60,000 vehicles a year. It is also asserted in the ads. of the company that many regular retailers have been obliged to buy from manufacturers who supply the catalogue houses, on account of the low prices made.

The new line will be cheap enough to enable the dealer to compete on even terms with the mail order concerns, and will be sold direct from the factory instead of through the jobbers or branch houses, as most goods of this kind are handled. This same plan could be applied to any line of hardware and the manufacturers who are sincere in not




Shorten the Selling Process

Anything that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon *more* customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser *knows* advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.

By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every biscuit.

NATIONAL BISCUIT COMPANY



selling goods to the retail mail order houses might carry out the same idea.

Gathering Data on Resale Price.

General merchants handling hardware are divided in their opinion regarding fixed resale prices. Many favor the maintenance of a retail selling price and have excellent reasons for their views, and all are very much interested in the question. C. E. La Vigne, of the Bureau of Corporations, Department of Commerce, Washington, D. C., addressed the Chicago Auxiliary of the American Specialty Manufacturers' Association July 21st. Mr. La Vigne is in charge of the study of distribution methods, particularly in regard to resale, as covered in the Stevens and Metz bills now before Congress.

In his talk Mr. La Vigne described the plan that is being followed in interviewing manufacturers and business men in an effort to get to the bottom of the problem of maintaining resale prices. He explained that this is one of the most important problems the Government has ever undertaken to solve, and the investigations being made will be embodied in a report which will

be the foundation of a bill which, it is hoped, will solve the problem. Mr. La Vigne mentioned that present day advertising methods are a vital part of the resale price problem, because there is no more potent force in moving a commodity than advertising.

Boots Shoes Findings

The Fit of Shoes.

It is safe to say that shoemen, manufacturers, retailers and clerks are paying more attention to the fit of shoes than ever before. There are two good reasons for this. One is the improvement in the science of last making, the other is that people are demanding better fitting shoes because they pay more for them. A man pays \$5 where he formerly paid \$3. He might have been

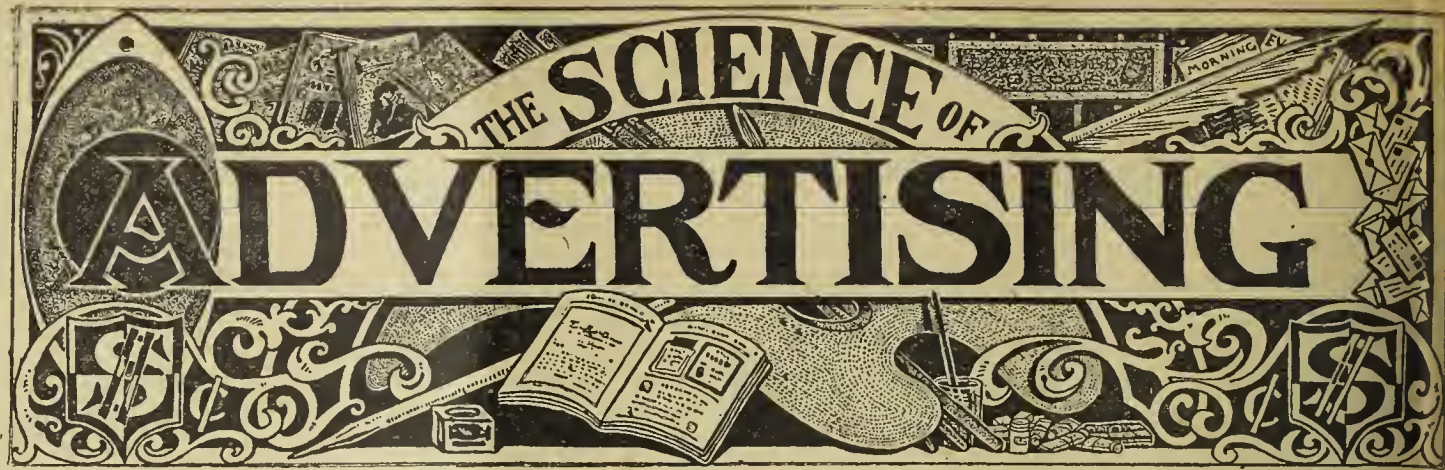
willing to throw away the \$3 shoes, if they pinched the toes, but demands that \$5 shoes fit comfortably before he leaves the store.

Heeling Shoes to Order.

Some makers of women's shoes are experimenting with a method of heeling shoes to order. They make up shoes for their stock departments, without putting heels on them. After orders come in, the shoes are sent back to the heeling departments, and kidney, spool or Cuban Louis heels are nailed on, according to the kind specified in the order. Of course, the heels must be of approximately the same height. If the last called for a 12-8 heel, a 12-8 heel must be nailed onto it. A manufacturer might use a 13-8 heel. If he undertook to put a 14-8 heel onto the shoes, to please his customer, however, he would spoil the lines and fitting qualities of the last, and ruin the shoes.

Current Apple Crop Will Be Enormous.

The apple crop this year will aggregate between 50,000,000 and 60,000,000 barrels. California will have between 5,000 and 6,000 cars; Colorado's lowest estimate is 5,000 cars; Oregon expects to ship 3,000 cars; Montana 500 cars, and Washington about 15,000 cars. Utah will have more apples than ever before. In Western New York the crop is estimated to be the largest since 1896. The United States Department of Agriculture figures it at 88 per cent. normal and 84 per cent. of a 10-year average. These figures are said to be very much below the mark by experienced and reliable forecasters and growers. Notable gains are reported from all the New England States, with the exception of Connecticut. Maine has a splendid crop of 2,000,000 barrels of which promise to be of desirable size and quality. The Vermont crop is reported to be very large, and the outlook for fruit of fine quality is very bright. In the Central West, notably in Illinois, one of the most important of the apple growing States in that section, the outlook points to a shorter crop than last year, the injury done by codling moth and other fruit pests being severe. Michigan will have an unprecedentedly large crop. Reports from Indiana and Minnesota are conflicting, but these States cut little or no figure from the standpoint of production and of crop guessing. In Missouri the crop will be smaller than that of last year, and if Ben Davis and Ganos were not so plentiful in the Ozark section, prospects there this year would be discouraging. Virginia will have a very large crop—some say a record breaker in point of size—and growers there are already negotiating with railroads for a sufficient number of cars to move their crop. The outlook in the leading producing sections of West Virginia is very promising, and there is more than an average crop everywhere in that State. Hood River will have a larger crop than last year, the Cashmere district of Washington expects to ship from 1,100 to 1,400 carloads, while the Yakima Valley is credited with a very large crop of desirable size and attractive appearance.



I have a circular issued to announce a new store by Benjamin Gebbard, at Ocean City, N. J. It is printed on good pale green paper, 8½ x 11 inches, and is reproduced below:—

There is only one thing I find lacking in this circular, and that is the few get-acquainted offerings that I would have made to give point to the announcement. Here is a new store; here are our ideals,

himself, had appeared in it. "Here my new store" (with out of it) "and here am I" (out of himself) "and here what the new store intends to do," and "Here's what I offer you the first crack out of the box." I don't mean that Mr. Gebbard's circular is not a good advertisement, on the contrary, I think it is, but I think it might have been made a little more unique and distinctive.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

AMONG THE TRADE.

Beh & Herter, the well-known manufacturers' representatives of New York, have opened a Philadelphia office at 145 South Front street, with Herbert R. Owen in charge. They will push at this time the goods of the Wizard Products Co., Inc., including their Triangle mops, Wizard polish, dust mop etc.

The annual picnic of the Philadelphia Retail Grocers' Association was held at Woodside Park last Wednesday. As has not always happened, the weather was perfect all day long and the affair a big one. About 6,000 people were on the grounds. There were twenty-two sporting events, racing, baseball, a baby show, watermelon eating contests, a nail driving contest and so on. The committee in charge of the outing consisted of F. C. Smith, chairman; William Evans, Frank S. Hutzell, A. J. Heidmann and A. J. Russell.

Enclosed find \$3 for one year's subscription of your "Modern Merchant and Grocery World." Can not keep store without it.—B. E. Tanner, Worcester, N. Y.

New Grocery Store

Fifth St. and Asbury Ave.

Ocean City

New Jersey

YOU are cordially invited to call and inspect our new store, brim full of brand new and absolutely fresh stock, kept in a clean and sanitary condition.

Every piece of goods has been selected with the greatest care, in order to obtain highest quality at a reasonable price.

We have everything a grocer is supposed to carry in stock.

We purpose to keep open all the year around—not only for the season—and intend to make Ocean City our home, and expect to take our place in the front rank of Ocean City BOOSTERS.

The quality of all our goods is guaranteed, and that is what we mean when we say:

"If they are not Satisfactory bring them back and get your Money"

The proof of the pudding is in the eating.

Hoping to have the pleasure of a call and trusting you will favor us with a trial, and assuring you that we will endeavor to deserve your patronage,

Yours truly,

BENJAMIN GEBHARD

SENTINEL PRINT, OCEAN CITY, N. J.

I think this is a pretty good circular. Outside the usual promises when a new store is opened, it makes two statements which have a strong appeal. The first is the money back offer, and the other is the statement, just a little differently than I put it, that "I am not simply a transient, coming here to skim the cream off the summer trade—I have established my residence here and am a part of Ocean City." Of course, that may not have so much appeal to a summer visitor, but it has a very powerful appeal to an all-the-year resident of the place. In fact, I can hardly think of anything that would have a stronger appeal.

and here are a handful of offerings which will show what we can do. In other words, there is nothing in this circular to get people into the new store. You tell them the store is there and that it is all right—money back, and all that—but you ought to go further and get them into it. A few snappy offerings would have helped to do this.

I believe I would also have had the store photographed and put a cut of it in the circular. Pictures help enormously, especially pictures of new places and new people. I don't know how modest Mr. Gebbard is, but his circular would have attracted very much more attention if pictures of his new store, and of

Steady Sales Splendid Profit

No other cereal beverage ranks anywhere near **Postum** in quality and popularity, and its sale is increasing by leaps and bounds.

Postum has a delicious Java-like flavour, fills a big human need, and wins hosts of steady customers.



Profit to dealers, good.

Sale guaranteed, and backed by heavy national advertising the year around.



There's clean, steady profit for Grocers on

POSTUM



CCLXXI.—When a Warranty of Merchandise Becomes Worthless.

At times the most convenient thing in the world to have is a warranty. A warranty of purity, of quality, of count, of grade, of fitness for some particular purpose, in short a warranty that the particular merchandise is up to whatever standard has been represented for it. It is very important to remember that so necessary a protection must be gotten *before* the sale is completed. If the sale is allowed to go through without a warranty, one can be given fully and with perfect freedom afterward, but it will not be worth two cents if the giver wants to squeeze out of it.

The need of some remarks upon this phase of the law of sales has been emphasized by several experiences which have occurred recently in my own practice, also by the fact that I happened accidentally to read the report of a case which has just been decided precisely on the point. The case involved the sale of a cow, in which the readers hereof are perhaps not much interested, but which makes the principle involved in the giving of any warranty so clear and sharp that I shall use the incident as a text.

The plaintiff in this case had bought a cow at an auction for \$60. The animal was sold in the usual way, after being exhibited, and was then separated from the unsold cows. The plaintiff paid his \$60, and then went out to look at the cow he had bought a little more closely. The seller of the cows was there and to him the plaintiff observed that the cow "didn't look right; I believe she's got tuberculosis." Up to this time there had been no warranty of the cow at all; it had apparently been sold entirely on sight. The seller, when complained to about its suspicious appearance after the sale, then guaranteed the animal to be all right,

and said that if it was not he would make it all right.

As a matter of fact, the cow did have tuberculosis, and very shortly after the sale it became necessary to kill her. The buyer sued the seller on the warranty given after the sale, and the jury gave him a verdict for the full value of the cow. The court afterward set this aside, and the Appeal Court said that was right; the warranty was not binding because it was given after the sale was complete, and when title to the cow had passed to the buyer.

I will explain this a little more clearly in a minute, but just now I want to make an observation: This is unquestionably the law all over the United States, and the court was right in so holding. But it is not good law, nevertheless. There is no moral reason why a man who makes solemn representation about merchandise he has sold should not be held to them, merely because he has already sold instead of being actually in the act of selling.

The law that a warranty given after a sale is not usually binding is thus stated in the following lucid extract from the decision in the cow case:—

As we view it, the important and controlling question here is, had the title to the cows fully passed from the seller to the buyer before the alleged warranty was made by the seller? The essence of the sale is the transfer of the property in the thing from seller to buyer for a price. Under the evidence in the present case we think the property in the cows passed from the seller to the buyer when they were sold to him at auction and he paid his bids to the person authorized by the seller to receive the same.

It is perfectly clear, in the evidence, that the cow was not warranted before the sale. The cow in question was sold to the plaintiff and the conditions of the sale were the settlement of his bids, and he did this by giving his check to the person designated by the seller with whom the buyer could settle. In our opinion the moment the check was delivered the full title

to the cows was vested in the buyer. Therefore we conclude, assuming that the warranty was made as testified to by the buyer, that it was made after the title to the cow had passed to buyer and it was void for want of consideration.

A warranty, like other contracts, is not valid unless supported by a consideration. Where it is made at the time of the sale, it is a part of the whole contract, and the price paid for the subject of the sale constitutes the consideration for it. It is not essential, however, in such a case, that the representation or warranty should be made at the exact time of the sale; if it is made at any time before the completion of the contract, and so as to form a part of the whole transaction, the price of the thing sold will afford a consideration. But a warranty made after the sale is invalid; unless it has some new consideration to support it, the consideration already given, i. e., the price, is exhausted by the transfer of the property in the thing sold, and there is nothing to support the subsequent warranty, unless a new consideration is given.

This principle has been applied and is every day being applied in thousands of cases. The point in all of them is that when a warranty is not given until after the sale, obviously the buyer could not have bought with the warranty as an inducement. Therefore, he cannot claim the benefit of it.

Always ask for a warranty before you have said "I'll take it," and paid your money. When you get it then, you have something that you can realize upon if the merchandise is not up to representation. If you wait until afterward, even one minute afterward, you are precisely where you would be if you had never gotten any warranty at all.

There is one way to get around this, and I have seen it done successfully several times. Suppose you have bought some goods and forgot to get from the seller a definite representation as to quality, or grade, or whatever is the main point of the purchase. You have actually placed the order, and the goods have been made for you or set aside for you, which means

that the title has passed to you. It makes no difference whether you have paid for them or not; if they have been ordered by you, they are made for you or set aside for you. The title is in you, even though they have not yet been actually delivered.

At this point you suddenly discover that you ought to have a warranty, and you go after it. Under ordinary conditions it will be worthless even if you get it, for reason which I explained in discussing the cow case. The thing to do is to give your seller some new consideration for the warranty, for which it has a new consideration and is valid. This is often done in one way, which is permissible because orders for merchandise are practically never treated as contracts nowadays, but only as tentative agreements which either party, especially the buyer, can cancel at will. You go to the seller and tell him you have about made up your mind to return the goods or cancel the order. You need no real business is conducted so loosely that day that the average seller will most always allow you to cancel and send them back. He will probably not strenuously deny your right to return them under existing customs of the trade, but will of course try to induce you to keep them.

You can then agree to keep them, provided he will give you in writing the warranty which you should have had in the beginning. It is then be as good as any other warranty, for to get it you gave a valid consideration—you waived your right under existing business customs, to return goods or cancel the contract, for any or no reason. Fair-minded men will use this plan to get what they were fairly entitled to at the beginning, never as a means of intimidating a seller into giving more than he agreed to or ought to give. Furthermore, at best this plan is merely a last resort; a warranty ought to be gotten during the sale and as a part of it. There never be any trouble to realize it if that is done.

(Copyright, August, 1914, by Elton J. Buckley.)

Question: * * *, N. Y.—Can you tell me anything as to the liability of a member of a mutual insurance company, such as Grocers' Cash Deposit Mutual Insurance Co. of Huntingdon, Pa. What I would like to find out is case of claims against the comp

what extent is a member responsible, according to the laws of Pennsylvania?

Answer.—Some mutual fire insurance companies require their members to deposit notes as security that they will pay their share of the losses. Others require members to deposit sums in cash for the same purpose. Judging from its title I assume the concern you mention belongs to the second class. In either case the member is not bound under the law for any more than the amount of his note, or the amount he has deposited, always provided the amount of the members' notes or of their cash deposits is sufficient enough in the aggregate to properly take care of the total liabilities of the company.

NOTE.—Requests for information in this department should tersely set out all the facts bearing on the case. All questions should be carefully worded to avoid misconstruction. Write one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue. The signature and address of the writer must accompany all inquiries, and will be published unless it is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

How to Get More Coffee From the Philippines.

There is a movement to make a more serious attempt at restoring the coffee industry in the Philippine Islands than has been made heretofore. The coffee industry when it flourished centered in the municipality of Lipa, Province of Batangas. At one time coffee was a leading export of the islands. In 1889 the value of coffee exported was \$1,237,000 or over 7 per cent. of the total value of the exports of the Philippines. The year following the coffee plague began its ravages and the production gradually fell off until by 1891 it disappeared altogether and the industry has become a memory. The Bureau of Agriculture has for 10 years maintained a station at Lipa, at which limited experiments have been made with different varieties of coffee, to discover one that could withstand or escape the ravages of the pests, but none has yet been found. The general feeling is that sufficient effort has not been made to reinvigorate the coffee industry by overcoming the ravages of these enemies of the plant, and plans are being formulated to undertake the task of discovering means of combating the pests and re-establishing the once flourishing industry.

MR. GROCER!

Get helpful hints and suggestions from the enlarged "Advertising World" that builds business.

THREE YEARS FOR \$1.00
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ADVERTISING WORLD, Columbus, Ohio



"I Have Sold Them for Years"

It is a pleasure for the grocer to sell Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk, because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for *purity and quality*, together with steady advertising, keep Borden's Brands of Milk moving rapidly from the grocer's shelves. You can handle Borden's Milks with perfect confidence, knowing that every can in every case will sell and give satisfaction.

There are brands of condensed and evaporated milks which do not give satisfaction because of inferior quality, or they will not keep until sold, owing to unscientific, careless or insanitary methods of manufacture, causing many complaints from customers. You can avoid all these complaints by handling only Borden's Eagle Brand Condensed Milk, Borden's Peerless Brand Evaporated Milk, St. Charles and Silver Cow Brands of Evaporated Milk. All Borden's Brands, whether sweetened or unsweetened, are made from the highest-grade raw milk, by the most modern method of manufacture, and are guaranteed *absolutely pure*. Push their sale.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"I would rather have you use BORDEN'S MILKS than any other brand, because I know from experience that they will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



How You Fellows Ought to Spend Sundays.

Ain't I the busy little butter-in to other people's business? Remember the scheme I put over last week to butt in to other people's weddings? I've got another one now and it's a peach, like all my schemes. This one is a scheme to keep people from putting in their time on Sundays like they oughtn't to do. How's that for a little wonder worker?

I had to stay all last Sunday in a town of about 5,000, where I've gone for years and know plumb near all the business fellows. There's about twenty of 'em all told and they run some pretty good stores. During that day I had nothing to do and I buzzed about, going to see some of 'em and finding out about some of the rest.

What I found out just made me feel stronger about a hunch I've always had—that the average fellow don't know how to put in his Sundays. Can I tell him? Oh, I wouldn't go so far as to say that, but when I get to Congress I'm going to have somebody appointed to tell him.

My idea about Sundays is that they ought to be real pick-me-ups. When a hard-working fellow comes up to Saturday night he's apt to be some stale. If he had to work Sunday, chance is he'd be all grouched up by Sunday night, and if he had to do it every Sunday I don't know what would happen.

All right. He ought to get on Sunday what he needs to let him go back to business on Monday chipper as a wild bird. A whole lot of business fellows don't get that on Sunday and there's the whole point of my grand scheme.

Here's some cases. This Sunday I spent out there in that town one of the grocers in that place, a bully good customer of mine, went off in his Ford and drove the bally little thing all day. I heard afterward he went over 200 miles! Wouldn't

that shake you up? It sure would me, in a Ford. Did you know they were calling Fords Teddy Roosevelt's now? Sort of a loving way of speaking of 'em, because Teddy was a rough rider too. All right, but if I was little Henry Ford they could guy my little cars all they wanted to, if they'd go on buying a million of 'em of me every year. Ain't that right?

Well, to get back, what that particular grocer ought to get on his Sundays is a good loaf. He's a thin, nervous critter, and he don't do business easy. When Sunday morning comes he ought to take a late sleep and just stick around and eat and read all day. Then when Monday came he'd be worth something. Instead of that he pushes that blamed car for 200 miles and is worse on Monday than he was on Saturday. And he does something like that every Sunday all summer, too.

I know another fellow out there, keeps the big dry goods store. He's fatter than I am and slow. He gets through a lot, but it don't wake him up and he hardly knows he's working. Neither does his old liver. He spent that Sunday I was out there exactly like the other fellow ought to have spent his. He got up late and ate big meals and dozed and nodded around his porch all day long. He didn't need that. What I'd make him do on Sunday is something with work to it. I'd make him walk eighty miles. What do I care, he ain't any customer of mine? Or he could buy some golf sticks and bang that little white pill around a field. That sort of thing would wake him up. When he got back to his store, he'd have some life in him.

There's another grocer out there that was away all day too—he went to the shore with his whole family. Some family—a husky wife and four children. He's a hard

worker, too, and it's no rest for him to go to the shore. But I was told that that was the only vacation his wife got and she thought they ought to do it, so they do that every clear Sunday all summer. Gee, how I would pray for a wet summer if I was him!

He ought to rest up, for as I say he works hard all week. There ain't any rest in toting a wife and four kids on a sweaty train somewhere in the morning and bringing 'em back at night. Rest? Holy gee! Don't he owe something to his family? Sure he does, he owes it to 'em to see that he stays in good shape so's he can go on keeping 'em. And that kind of trips, on the only day he has to rest up on, ain't doing that, believe me.

THE STROLLER.

Pennsylvania Organization Notes.

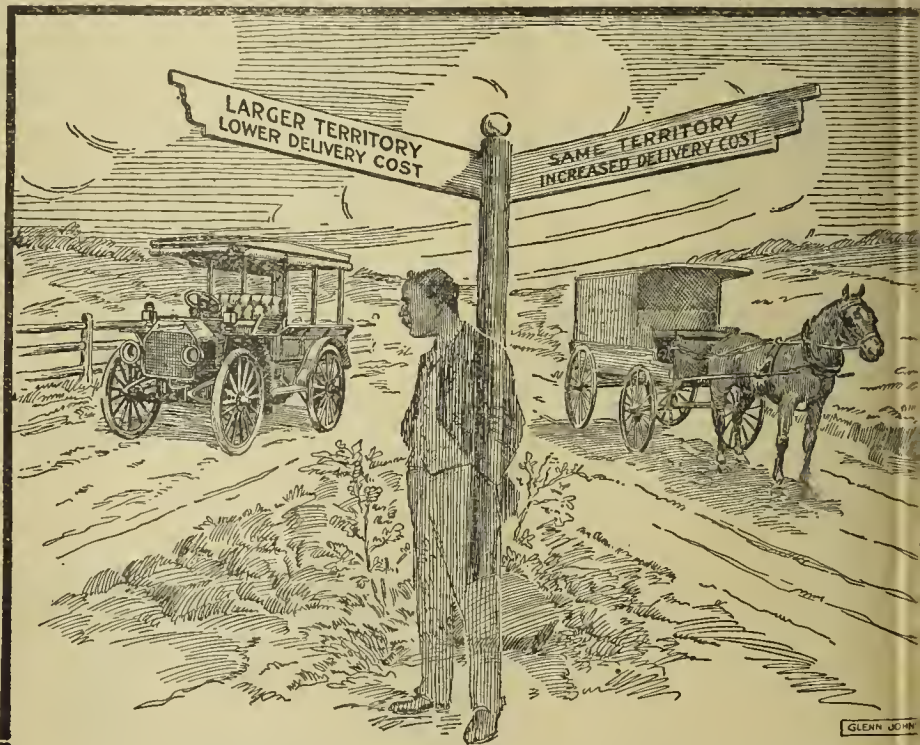
E. T. Messick, secretary of Pittston association, has organized the Italian merchants of that town as a part of the merchants' association. They will have their circle meeting. Pittston will send a big delegation to the Philadelphia convention.

Secretary E. P. Henwood of the Bradford and Wyalusing association, will be one of the delegates to the Philadelphia convention. It is expected that these associations will also send a delegation of their members.

We understand that a vigorous effort will be made at the next session of the Legislature to repeal the mercantile tax law.

Percy F. Smith, of Pittsburg, a candidate for Lieutenant-Governor of Pennsylvania on the Wilmington Party ticket. Mr. Smith was a pioneer in the work of organizing the retail merchants of this State. As editor of the "Pennsylvania Merchant" he did yeoman service by voice and pen. At his own expense he visited towns over the Commonwealth preaching the gospel of organization. He has elected the merchants of Pennsylvania.

A Burning Business Question.



The illustration above shows clearly the problem confronting every business man. On one hand is the horse and wagon delivery system with its limited territory and ever increasing cost of hay, grain and horseflesh. On the other, the motor truck, with its facilities for increasing the territory from two to three times its former size, ability to deliver at a lower cost per delivery, and an advertising advantage that is only limited by the owner's ingenuity. Which way is the most profitable?

nia will have a mighty good end.

f merchants knew what a big convention of retailers meant to organization they would flock to Philadelphia in large numbers in September.

Whether organized or not, merchants from every town in the State will be welcomed. Come and catch the inspiration and enthusiasm of this big trade conclave.

Forristown has a good retail grocers' association, which should affiliate with our State association.

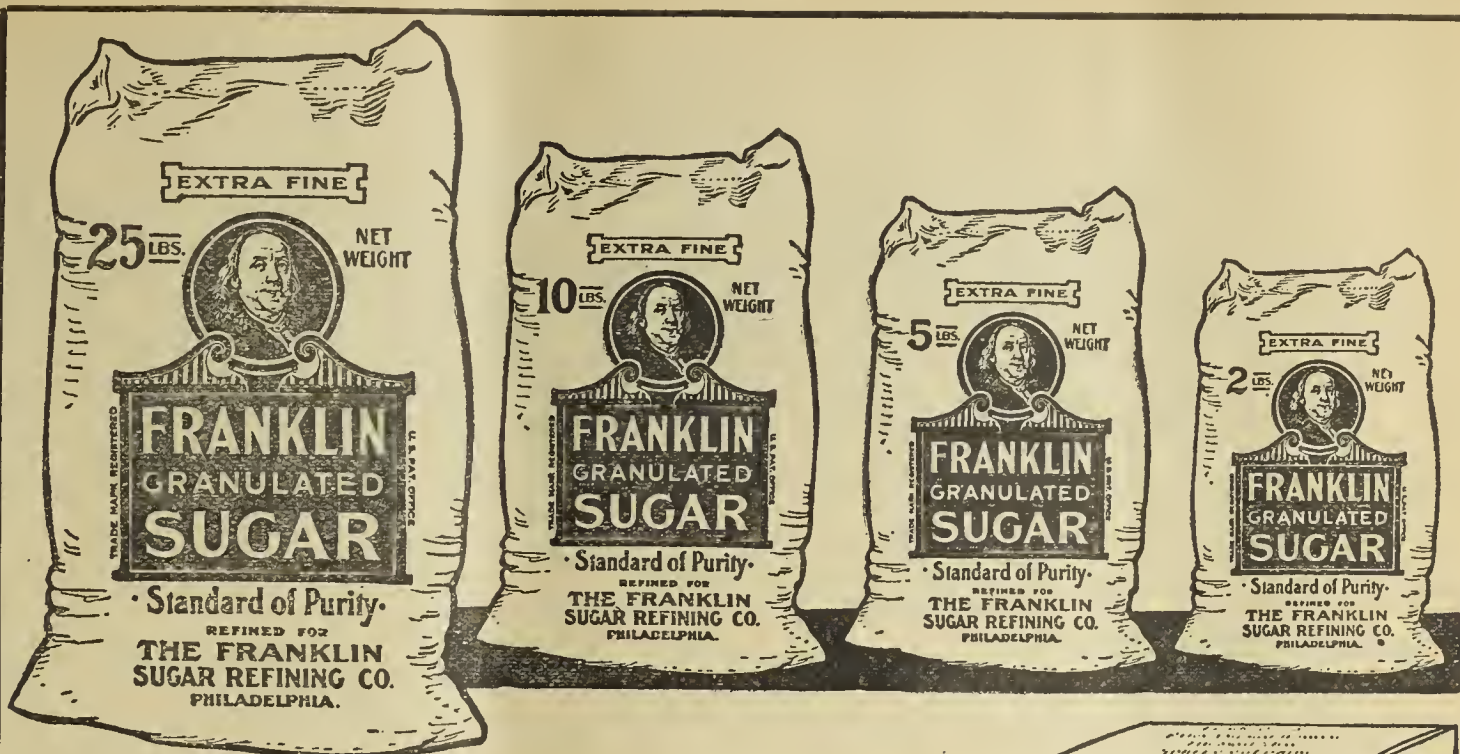
Kane, Pa., has a good, strong business men's association. One of its executive committee is a candidate for the Legislature. Kane is a great resort for hay fever sufferers and the association has spent considerable money advertising the State. H. G. Berkhouse is the very efficient secretary.

The picnic of the Pottstown association on August 6th was a big success. Sorry we could not accept an invitation to be present and go to another engagement.

The Freeport Retail Grocers' Association will merge into a business men's association. This is a good move, as the number of grocers in Freeport is so few that it could not do effective work except in grocery lines.

Organizer Smedley visited Kitting August 4th and addressed the association. August 5th and 6th he spent at Johnstown; August 7th and 8th at Pittsburg.

Pottstown was a tightly closed town on August 6th, the occasion being the second annual picnic of the Merchants' Association. It is estimated that 20,000 persons attended the festivities. Practically the manufacturing plants closed the day and business of all was suspended. The festivities commenced with an automobile parade. At 10 A. M. there was a play show at the park with big prizes for the handsomest babies. A big fireworks display at night wound up the day's fun. The association employed two bands of music and an orchestra. Dancing was indulged in all day and there was something doing every minute. Over 1000 of Spring City merchants and citizens attended in large numbers.



Franklin Granulated Sugar In Cotton Sacks



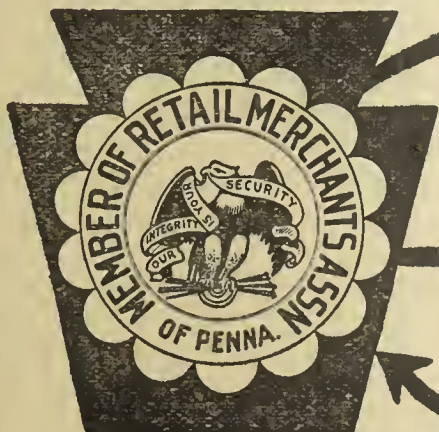
The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined "A" sugar



WHAT TO TELL CUSTOMERS

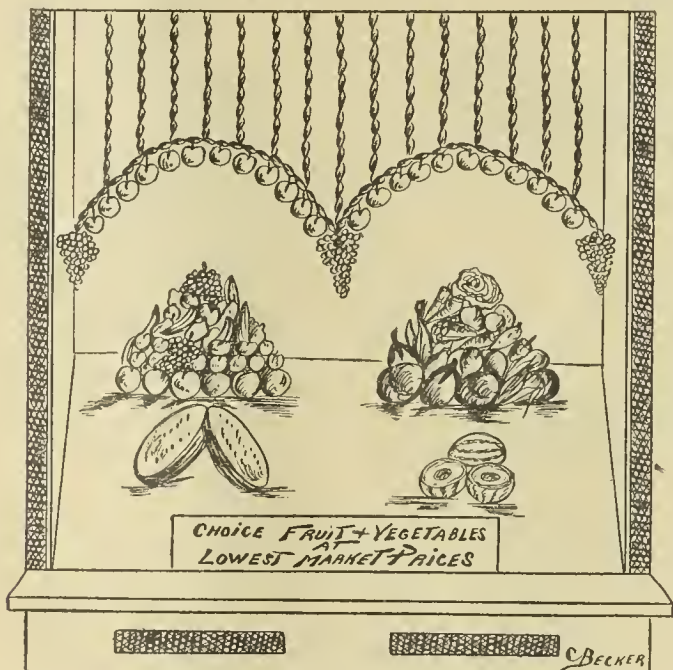
"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Fruit and Vegetables.

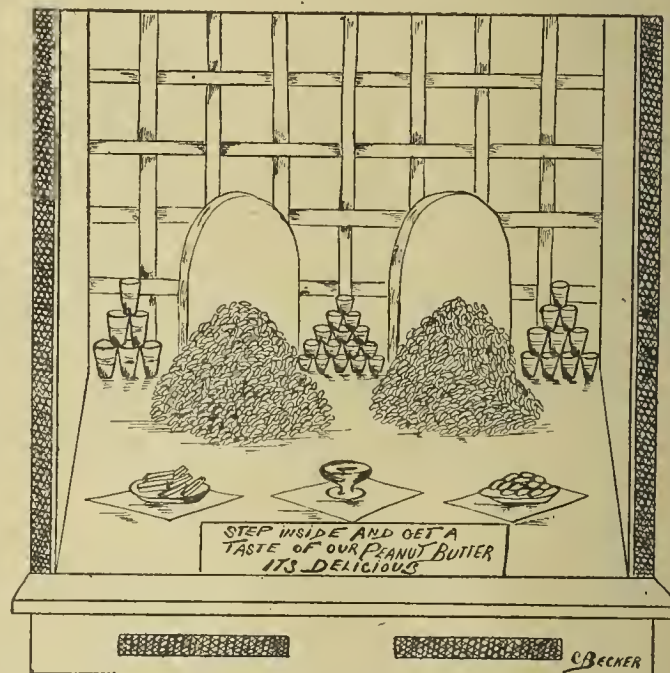
This suggestion for a neat trim in fruit and vegetables will appeal to the green truck dealer who wishes to have attractive window displays. To arrange this window: First cover the bottom with green crepe paper. In the center, in front, place a sign card, with lettering as illustrated. Cut some melons and cantaloupes and place them as in cut. At the rear place two pyramids, one of choice fruit and the other of vegetables. Arrange two hoops to form arches



at the back of the window, cover them with green crepe paper and support them by invisible wire from the ceiling. Cut some of the green crepe paper in long strips about two inches wide and arrange them from the top to the arches as illustrated. Polish some choice red apples and fasten them one against the other on the arches, at each corner and in the center suspend a cluster or two of grapes.

Peanut Butter Trim.

Peanut butter sells very well just now during picnic season. Make an attractive window display of it and help it along. To arrange this display: First cover the bottom of the window with white crepe paper. In the center, in front, place a large neat sign card, with lettering as in illustration. Open a jar of glass, of the peanut butter and give a taste of it on crisp butter thins or saltines. In the center of the window place three paper napkins, on which display



peanut butter sandwiches, use saltines for this, some loose peanut butter on a dish in the center, and home-made peanut butter fudge. Make two arches of hoops, cover with white crepe paper, cut some of it in long strips, about two inches broad, and arrange them for a background, as in illustration. Place jars of peanut butter in different size glasses in pyramids at the sides and in the center. Place a large pile of choice peanuts in each arch and spread them out into the window part way.

¶ The coffee service offered by this house we sincerely believe to be absolutely different from the service offered by most jobbers or importers.

¶ Nobody else, so far as we know, has **Standardized Blends**, which are blends of coffee that will never change from one year's end to the other. A retailer can

Why We Are Different

adopt them with the positive certainty that no customer can ever again accuse him truthfully of "not sending the same coffee that we had last." More coffee customers are lost by irregularity and non-uniformity of blend than by any other reason.

¶ Would you like to see samples of these blends?

WILLIAM B. HARRIS COMPANY, 65 Front St., New York City

WILLIAM B. HARRIS, President

Modern Merchant

AND

Grocery World

Circulates in every
State of the Union
and Canada.

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European War Continues to Disorganize Grocery Markets

All Imported Products Radically Advance or Become Unavailable. Many Out of the Market. Some Domestic Products Advance Also.

The story of the past week is a story of continued market disturbances on account of the European war. Prices on very many things have risen during the week, including a number which had no legitimate reason to. The principal advances have of course been in foreign products which are in regular sale in the markets of this country. In most cases the reason for advance is a good one, but a number of domestic products have advanced which it would appear from a superficial view of the market should have declined rather than advanced.

One of the most sensational advances has been in wheat and flour.

In spite of the fact that our wheat crops are larger than ever before, and that our export trade would be seriously interfered with, prices on both wheat and flour have very sharply advanced, calling down upon those responsible the general condemnation of the trade and the public.

As announced in another column, a number of resolutions have been offered in Congress looking to an investigation of various food advances, notably that of flour, and the President has ordered an investigation.

Sugar has also made a very sharp advance during the week, and at this writing is quoted on the basis of 7½ cents for granulated. Large foreign demand for sugar which would otherwise have gone to this country is the reason in a nutshell. There is no limit to the predictions which are made as to where sugar may go; 10 cents per pound seems to be considered fairly conservative.

It is upon imported food products, however, that the war has fallen most heavily. These products have come to have a very large demand in this country, and for some of them there is no domestic substitute. All of these have very sharply advanced or are not offered at all.

Since the war began shore mackerel have advanced at least \$3 per barrel. There would have been

plenty of them for the demand if the usual supply of other grades of mackerel had been available, but under the circumstances shore mackerel are practically compelled to satisfy the entire demand, and they are not able to do it. The few Irish mackerel which are available have also advanced about the same amount. There are some Norway mackerel on spot, but not many and these are all very much higher.

The mustard situation is also attracting attention. Colman's mustard, which is made in England, has been withdrawn entirely, and there will be practically none outside of the small spot stock, which is very light. Domestic mustard is also affected because of the scarcity of mustard seed, which comes largely from Russia and to some extent from Austria and Hungary. American holders of Colman's mustard are parcelling out their stock in half-case lots at an advance of about 10 per cent. to cover the increase in the exchange and advanced war insurance.

Such goods as Crosse & Blackwell's pickles and jams have advanced about 10 per cent. Crosse & Blackwell say they will try to ship to this country, but have no idea how they will succeed.

English marmalades are in the same position. Packers are refusing to promise anything or to offer goods at any price. There is a very small spot stock in this country and after that is gone there will be none at all until the situation clears.

All French canned vegetables are extremely high and very scarce. French peas and mushrooms are reduced to almost nothing in quantity. Peas have advanced about \$5 per case. Mushrooms are probably \$4 higher.

English sugar syrup, which comes here in tins and has a fair sale, is in the same position with other English products, and has advanced on this side about 5 per cent.

Importers of foreign olive oil are in particularly bad shape. In ordinary times shipments come forward

so regularly that no American importer carries more than about a month's supply. This means an early famine in this country unless something happens, and as a result of this prices have advanced 20 to 25 cents per gallon. California olive oil will of course be available, but will hardly be a drop in the bucket.

Olives have advanced 10 per cent. There are very few over here.

Imported sardines are considerably higher, although they were almost prohibitively high before. French sardines and Portuguese sardines are about \$5 per case higher by reason of the practical certainty that no more will be had within a very short time. Norwegian sardines have only gone up about one dollar per case. Kipper herring are also on the last lap, and have advanced about 10 per cent.

Some reference was made in a recent issue to the large quantity of Holland condensed milk sold in this country. There was a considerable supply of this on spot, and the market has not yet been affected.

All foreign nuts can be said to be practically out of the market. There are a few available, but they are commanding such prices as to be out of most people's reach. Shelled nuts, for example, which sold before the war opened at 36 cents per pound, have sold during the week at 49 cents.

Another French product which has a fair sale in this country is bar-le-duc. Outside of a little carried over in cold storage, there is none to be had.

Foreign cheeses have advanced very radically. Swiss cheese is about 12 cents per pound higher, and Roquefort about 12 cents per pound higher. Camembert and other cheeses are nearly out of the market. Domestic cheeses are sure to be affected but have not been as yet.

There are no maraschino cherries on spot, consequently there will be no advance. The trade will simply use the domestic maraschino, which is very much inferior to the imported, in the mind of the epicure. However, they will do in a pinch.

Imported macaroni and caviar are also shortly to be unavailable, and both are much higher.

The American market is bare on Turkish figs, and there is much question whether any can be gotten here in time for the holiday trade.

Holiday orders are in now, and it is customary to begin shipping about the middle of September. The bulk of the crop comes over a little later in British steamers. Even if the war should cease almost instantly, there would be some trouble in getting things straightened out in time. If the war continues a few weeks longer it will be impossible to get any imported figs here for the holiday trade. There are practically none on spot.

The above is not an effort to cover the ground; in other words to report every product that shows an advance, for every foreign product has advanced, if it is available at all. This article touches only a few of the high spots.

Congress May Investigate Advancing Food Prices

Several Resolutions Asking for Investigations Introduced During the War President Acts.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

August 13, 1914

Congress has begun to notice the rapidly increasing prices of food products, and several resolutions have been offered during the week looking to investigations. For now on for several weeks the two Houses will probably be talking and discussing, meanwhile doing nothing, until the need of action appears.

There were three principal resolutions, offered by Pennsylvania members. A resolution introduced by Congressman Donohoe providing that a select committee of five members be appointed by the Speaker to investigate and ascertain whether any combination, understanding or agreement exists between sellers, dealers or packers of foodstuffs to advance prices of such necessities to consumers in the United States.

Another one, by Congressman Moore, "provides that the Secretary of Agriculture and Secretary of Commerce be and they hereby are requested to transmit forthwith to the House of Representatives the information they, or either of them, may have as to the reason for

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Milk—A profitable staple of larger sales volume than sugar

Do you realize that the average family spends more for milk than for sugar. Everyone of your customers spends \$3.00 per month for milk—some spend much more—this trade goes to the milk peddler and he makes money on it, too. You have to tie up money in a sugar stock to supply your customers and you often lose money doing it.

This milk business, and the profit that goes with it, should belong to you.



CARNATION MILK

From Contented Cows

will help you switch your customers from raw milk to evaporated—for cooking and baking. Our advertising is interesting and educating housewives in the use of evaporated milk. It is sending to the grocer's cash drawer some of the money usually paid to the milk peddler.

When a woman comes to you for evaporated milk make sure that she will be pleased and she will return and continue to buy evaporated milk from you—Give her CARNATION MILK—she will like it—is clean, sweet and pure—always ready for use. Carnation Milk will prove that evaporated milk is superior to raw milk for cooking. And that will be an important step in starting the usual \$3.00 per month milk money into your cash drawer. So push Carnation Milk. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

increase in the prices of food supplies to the American consumer, or any information they or either of them may possess as to steps taken to correct abuses arising from such increases in the cost of food supplies."

The principal resolution was by Representative Kelly, also of Pennsylvania, as follows:—

Resolved, That the Secretary of Commerce be, and he is hereby requested to furnish to the House of Representatives, information as to whether the prices of articles of food necessary to the health and well being of the American people have been arbitrarily advanced in the home markets on pretext that the high prices of such articles are the result of the European war.

Second, Whether the manipulation of values by speculators on the Chicago Board of Trade and elsewhere is resulting in unjust, unwarranted advances in the prices of foodstuffs, in spite of record breaking crops in this country, and the fact that there has been little or no exportation of food supplies to the countries at war in Europe.

All these were referred to committees, whose action upon them is a course problematical.

As the week closes, the President has ordered an investigation into advances all over the country, and United States attorneys and special agents are already at work.

HOLT.

Flour Man Defends Advance in Wheat and Flour

Says Price Increases are Partly Caused by Increased Demand From Consumers, Due to Fear of Higher Prices.

So much criticism has arisen over the heavy advances in wheat and flour, despite the fact that the wheat crop is the largest on record in this country, which would seem to mean, when the interruption of our export trade is considered, lower prices rather than higher, that the "Modern Merchant and Grocery World" has asked a representative and well-known flour handler to state the reasons from his standpoint. The following statement has been furnished, the writer requesting the suppression of his name:—

All previous experience argues that in the event of European wars the price of foodstuffs would advance. America has on hand and can supply to the belligerent nations nearly all the necessary food staples.

In these days when the war news is instantaneously transmitted by telephone, cable and wireless every person is well informed of general conditions and well able to draw his own conclusions.

It is a fact that great events are reflected in the wheat market almost immediately. The United States has

in sight a bumper crop of 1,000,000,000 bushels of wheat. This was the largest crop ever raised in this country, and it seemed almost sure that with promised normal crops elsewhere we would have a large amount of wheat for export and abnormal low prices would rule at home. Almost without a single warning the European countries declared war, and as in the past, the event was reflected in the wheat market. The consumers in this country, believing that all the foreign powers will need our wheat, immediately began buying flour. Many housewives, who had not purchased anything larger than a 12-pound sack for the past five years, have in many instances bought a barrel of flour. This unusual domestic demand, coupled with the critical foreign situation, has had the effect of causing the farmer to hold his wheat for still further advances in price and the whole thing has resolved itself down to a matter of supply and demand. The armies and the peoples of the European countries must be fed and America has the wheat. Each country will be bidding against the other for our wheat, and while just at the moment it appears to be a difficult matter to secure ships to carry the wheat out, yet this is but a temporary condition and transportation companies will doubtless, with the

aid of the financiers, arrange the necessary details permitting the shipment of all wheat and flour that is bought here. The longer the war lasts the higher flour will go. The present high prices in this country are due to the farmer holding back his wheat and the abnormal demand of home buyers, caused by the fear that most of the wheat we have will be shipped out of the country. There is nothing to indicate that prices will decline, except in the event of cessation of hostilities in Europe.

South American Markets for Canned Goods.

Although South America imports about \$15,000,000 worth of canned goods annually, the United States furnishes only about 18 per cent. of the total, of which the principal item is canned salmon. That the sales of canned goods in this field can be greatly increased is the opinion of Commercial Agent E. A. Thayer, of the Department of Commerce, who recently completed an investigation of the Latin-American markets for this line of goods. The results of this investigation are incorporated in a monograph issued by the Bureau of Foreign and Domestic Commerce. This publication treats of the consumers' preferences, sales methods, pure food laws, credit terms, shipping costs and other subjects in the various countries of interest to American canners. Copies of the monograph (Special Agents' Series, No. 87) may be obtained from the Superintendent of Documents, Washington, for 5 cents each.

How the Fulton (Mo.) Grocers Change From Credit to Cash Has Worked After Two Months

Eight Grocers of Fulton (Mo.) Changed Together From Credit to Cash on June 1st Last. Now After Two Months They Tell Readers of This Paper How It Worked Out. All Say They Would Never Go Back.

On June 1st, last, about two months ago, eight retail grocers of Fulton, Mo., comprising the Fulton Retail Grocers' Association, decided to adopt the cash system of doing business—they had all been doing a credit business before—and so announced to the public in the following advertisement:—

Fulton Grocers Reasons

FOR ADOPTING
Cash-In-Advance System

Owing to the heavy demands on us for credit, and the excessive work and trouble of keeping correctly the accounts of our five or six thousand credit customers so that each one is perfectly satisfied, thereby eliminating disputes which arise by the neglect of some one forgetting to charge or charging accounts to the wrong persons, or some one forgetting just what they purchased, and also owing to the heavy losses caused by doing a credit business, we are forced to put our business on

A Strictly Cash Basis on June 1, 1914

To Protect Both You and Us

By making this change we not only protect ourselves from losses, but we protect you who pay your bills, and who pay cash, from paying the bills of the fellows who beat their accounts, and from paying the interest on the money owed us by our credit customers, and we also protect you from paying the cost of doing business on the credit system, which is no small matter.

Who Pays Interest and Mistakes

Now we have a number of good customers who pay their bills promptly, and to these we wish to say that we want you to fully understand that this is no reflection upon your credit in the least. Your credit is considered good with us, and your past patronage has been appreciated. We ask you to continue with us on the cash basis and we will say to you also, that if you run short of cash you can borrow money for your needs and pay interest on it and then save money over the old way, for as you well know, if you stop to think about it, you have the interest to pay anyhow, as it is added to the price of the goods and is a part of the expense of doing business. The cost of doing business is borne by you. Mistakes of trading are charged up to the cost of doing business. Who pays for it? You.

Unnecessary Expense on Your Bill

The merchant who uses old-fashioned methods, who keeps an unnecessary number of clerks, and expensive delivery wagons, who is

continually standing petty losses from his credit accounts, whose slip-shod system allows some goods to go without being charged, while other goods spoil or get shelf-worn—that merchant means to give you service. But is it service? Isn't it just unnecessary expense he puts on your bill? Our common sense methods eliminate this useless expense. It puts new, fresh merchandise in your house at the lowest possible cost, and you save the difference.

You Carry the Burden

The public has asked us to carry them for \$45,000.00 to \$50,000.00 without a promise as to when it will be paid, and to do this we have to quickly mark up our goods to cover the interest on this amount, the loss of slow and bad accounts, the forgotten charges, the expense of extra help, the settling of all disputed accounts, which amount to no little sum, together with postage and stationery, and all this is charged up to and paid by you.

Trade Where Dollar Goes Farthest

And now when you stop to think of the worry which is the worst part of it all and the trouble of keeping straight five or six thousand accounts, is it any wonder that we have decided to change to the cash system? We do not wish to offend any of our customers, we have tried to treat you all alike, and it is our intention to continue to do so. And now on these grounds we ask a share of your patronage and we think we deserve it. So if you want to trade where your dollar goes the farthest, if you want to trade where you are treated exactly like your neighbor, if you want to trade where you don't have to pay the expenses of the credit system, if you want to trade where honest goods are marked at honest prices, and where dickering and bartering as in olden times is a thing of the past, come and trade with us.

Stop Supporting the Deadbeats

If you are tired of paying the bills of the deadbeat, come and trade at the cash stores and lay off the burden of supporting the scalawags that are too do-less to support themselves, but wait for a chance at your hard-earned dollars.

Cash Buys Goods for Less Money

Now it is not necessary to tell that in laying off all of these expenses and losses we can sell you goods for less money, for you already know it. And we appeal to your good sense and judgment for a fair trial and comparison and we know that you will not wish to return to the old ways.

The Fulton Retail Grocers' Asso.

T. ED. CARTER,
J. B. FENLEY,
ROBERTS GROCERY CO.
BACKERS' GROCERY CO.
EVERHEART & HUDNALL,
FRANK & BRIGLEB
WOOLERY & DUNAVANT
CHAS. H. FRANK & SONS

At the time the scheme was adopted this journal published an account of it, and stated that when enough time had elapsed to enable judgment to be formed, some additional information would be published as to how it had worked. Two months have passed, which is certainly long enough to enable such a scheme to be appraised, and the "Modern Merchant and Grocery World" presents below the opinions of five of the participating Fulton grocers:—

In regard to cash system, we are more than pleased with results. Our customers are well satisfied and we seldom have a call for credit, and when we refuse they do not get mad. We would not think of going back in the old ruts. The cash system has a tendency to make better people, cut out lying and bad promises. We do not sell quite as many goods, but we get more money, and the beauty is we have no disputes over our accounts. Every successful business is carried on with the cash system, and I hope the time is at hand when the grocery business, as a National concern, will be conducted on the cash system. No reason why people should not pay cash for groceries as well as pay cash for railroad tickets, picture show tickets, whisky, etc. These concerns are conducted on the cash system, why not the grocery business. There is no argument on the other side, but volumes could be written to show that the cash system is the only way. It is better for the merchant and better for the customer. Any information that we can give you we will be glad to do so.

WOOLERY & DUNAVANT.

After two months of cash business our business is in much better shape than prior to June 1st, when we were doing business under the old system. There is not a member of our association that wants to go back to the old way of doing business, and if they should all go back to the old way of doing business, we would stay with the cash in advance. Try and get other merchants to get on the soft side of business.

EVERHEART & HUDNALL MERC. CO.

We are glad you are interested in the cash system. You ask if we have lost any customers? We have lost some customers, but they did not all go to our non-members, some sent into mail order houses, to their sorrow.

The say they can do just as well with us as they can away from home and have come back to us.

Yes, some of our old customers got mad at first, but very little is said about our system now.

People like it better every day, because they do not buy as much when they pay the cash as when the credit system was in effect. One customer told us that when the end of the month came he had \$13 left out of his salary, when before he never had anything left to mention. This speaks well for the cash system, we think.

As to it being a good move, it was the best move any set of grocers ever made, because we had had three dry years in succession now, and if we had not went into the cash system some of us would have surely failed.

Every year we were getting more and more on our books, and people

were using their cash to pay for feed, some for drink and pleasures. One saloonkeeper said our move hurt his business.

If we had our time to go over and knew when we started into business, three years ago, what we do now, we would never have opened up a set of books. Our experience has cost a good deal, but it was worth it. If any grocer ask you about our cash system, we will be glad to help you in any way we can.

FRANK & BRIGLEB.
Per L. J. Frank.

We would not change back to our old system under any consideration. We are more than pleased with the cash system. Below I will give you list of our sales for 1913 and 1914:—
June, 1913, cash sales, \$1,314.45; credit sales, \$2,575.49; total sales \$3,889.94.

June, 1914, cash sales, \$2,414.32. Two hundred and nine dollars and eighty-six cents more sold on credit in June, 1913, than we collected in June, 1914.

July, 1913, cash sales, \$1,766.22; credit sales, \$2,525.55; total, \$4,291.77.

July, 1914, cash sales, \$2,326.63. Five hundred and nineteen dollars and fifty-five cents more sold on credit in July, 1913, than we collected in July, 1914.

Now we have only been on the cash basis for two months, so that is all the records we can compare with, but that is enough to satisfy me. To look at the difference in sales at first glance it looks bad, but when you figure on it it looks good. When you lose an account you lose principal and all; when you collect it you only make the profit.

We have been in business in the stand for three years and the collections have never been as much as the credit sales. One month we got within \$68; that is as close as we ever come to collect as much as we sold on credit and our largest balance was \$725.12 in one month. So you can see we had our profit tied up in accounts all the time. Trusting this will cover your inquiry we beg to remain,

Yours for cash,
WALTER BACKER.

We are so confident that the cash system is a good move that in reply to letters which we are receiving daily from almost every State in the Union, we are advising our grocery dealers to adopt it. Our business dropped off a little in the beginning, but at the present time we are equalling or surpassing what we sold a year ago. We are sure if the grocers of this county only knew how easily they could change to the cash system and how much easier a cash grocery was run, the United States would know of no credit grocery stores in 1915.

We do not think we lost any business to grocers that were selling for credit. Our customers had to pay for two months' groceries in one month, and naturally bought as sparingly as possible, therefore the first month showed us a decline in sales, but not in cash receipts. We are now able to buy our staples in car lots and divide among the members of the association, and by so buying we are able to make prices that cannot be made by our competitors, who buy in small lots and sell for credit.

THE FULTON RETAIL GROCERS' ASSOCIATION.

A. G. Brigleb, Secretary.

It has been a long time since there has been such a glut of fruits and vegetables as exists now.

The New York Letter

Excitement Over War Advances in Food Products. Italy Embargoes Export of Its Food Products. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, August 13, 1914.

Prices of various kinds of food have advanced, both wholesale and retail, and there is a lot of public excitement as a consequence. The daily papers are taking up the matter and devoting columns of space, chiefly in efforts to show that dealers are trying to take advantage of the war in Europe to push up food prices here.

The general cry in the newspapers is that at most kinds of food must be more plentiful than usual because the war is blocking all kinds of exports and that, therefore, any advances in prices of domestic food products must be the result of mean conspiracies on the part of producers or dealers, or both.

Besides the threats of proceedings at Washington, the local officials of New York, including the Mayor and the District Attorney, have started investigations and have promised prosecutions in case it is found that there are any conspiracies to put up prices. Mrs. Heath and the Housewives' League are assisting in the investigations.

The agitation is somewhat like that of two or three years ago over the high cost of living, but is now intensified.

In the wholesale grocery trade, it is pointed out that there are sufficient reasons why some kinds of food must now be higher than before the war. The imported products have advanced, of course, since further supplies have been generally cut off. South America and England and some other countries are trying various kinds of domestic food

in large quantities, in the expectation that conditions will soon permit their shipment, and this tends to limit the domestic supplies and so to advance prices. Another important factor is that the general public has the war scare and many householders are stocking up with much larger supplies of food than they usually buy. In addition, there comes the element of speculation on the part of distributors generally, and even of outsiders, who wish to take a hand in the game. The distributors, wholesale and retail, viewing the situation with apprehension, are buying in heavier quantities than usual so as to guard themselves against advances or further advances. All such additional demand must tend to send up prices.

Some of the importers and manufacturers have adopted the policy of selling only in normal quantities and to the regular trade. Their agents have been instructed to look with suspicion upon bids from new customers who may be merely speculating, and to sell them only in small quantities. In this way it is hoped to conserve the supply and to keep trade fairly within normal limits.

Even this policy is criticised, however, by some of the distributors, who say

that the real object of those who are pursuing it is to hold on to their own supplies in the expectation that they will get still higher prices later.

One large importer, in talking to your correspondent, said his house has a considerable quantity of a product that is getting scarce and is likely to get more scarce, as new supplies are not likely to be received this year, so that quite naturally he had advanced his prices and would probably advance them again. He said that he would consider a man a fool who would not make whatever profits may be coming to him under the unusual circumstances, especially as others in the trade will do the same thing.

Your correspondent also saw a city official, who spoke in relation to the investigations. He opened up a new line of action which he said is under consideration. This official said that the inquiries already made have convinced him that advances in prices are in no way to be laid at the door of the retailers' associations. Yet, he said, there has been a sort of uniformity in the advances made by the retailers.

A possible solution, he said, is that the salesmen of the wholesale houses pass along the word when they call on the retailers. It is easy, he said, for the salesmen, or even the man taking deliveries, to suggest to the retailer that he can now get, say, 2 cents a pound more for his sugar, as everybody else is getting it. Such a tip, said the official, would very naturally be accepted by the retailers. These tips passed along the line to the retail trade as to various products might account for the uniformity of the retail advances.

The official said that this suspicion is now the subject of inquiries. He admitted that there may not be anything unlawful in salesmen passing along such tips. He thought, however, that if all of the salesmen of a jobbing house are found to be passing along the same tip at the same time, a question may be raised as to their right to do so, especially if it could be proved that the salesmen had been instructed to do so by their employers. Of course, if it were found that several wholesale houses had salesmen passing along the same tip, it would indicate that such wholesalers are acting in concert and this would make a stronger case.

The Italian Chamber of Commerce in this city has received an official notification from Rome that the government has placed an embargo on the exportation from Italy of various food products that are mentioned, including grains, flour, sugar, cheese, dried peas and beans and other articles. Olive oil, wines, liquors, preserves and various kinds of vegetables and fruits are not mentioned and so are not covered by the embargo.

Such articles are not being imported at present, however, because of the disturbed condition of shipping and exchange.

In the United States District Court this week several members of a wholesale grocery firm were convicted of the fraudulent concealment of assets in bankruptcy. The men convicted are S. Landau, his son, Herman Landau, and Abraham Lippman.

The men had a wholesale store at 336 E. 103d street. They were accused of ordering and getting large bills of goods just before the bankruptcy proceedings were started. It was further charged that the men distributed these goods in a number of delicatessen stores used as "blinds," in the belief that such assets could not be traced.

A number of the large jobbing houses of the city joined in the investigation, which led to the prosecution. The court is to sentence the defendants during the week.

A number of members of the New York fruit trade tendered a complimentary dinner Thursday evening to William Brucato, who recently arrived here from Italy and will remain for a time, making his headquarters with his brother, P. Brucato, who has been his representative here in the Sicily lemon trade. The guest of the evening was complimented by the diners for improved methods he has instituted in the packing of lemons and in their shipment to this country.

The dinner was served at the Hotel Villa Penza at Coney Island. About 20 of the leading members of the trade were present. They presented engrossed resolutions to the guest of honor and enthusiastically proclaimed him as the king of the Sicily lemon trade.

Marmor & Boral Bros. have filed schedules in assignment. They have been in the wholesale butter and egg business at 199½ Duane street. The schedules show liabilities of \$5,841; nominal assets of \$3,278; actual assets, \$1,325.

SUMMARIZED MARKET CONDITIONS.

All of the markets are unsettled to some extent by the results of the war. On one side is the feeling that buyers should be cautious because prices may drop if exports are prevented for a considerable time. On the other hand there is the prospect that the war may actually make some kinds of food scarce. Then there are the speculative activities of various kinds. Prices are changing from day to day in many lines.

The coffee market has been quieting down in the last few days. There is an easier tendency in prices. Rios 7s are now held at 9 cents and Santos 4s at 14 cents. These prices are, of course, higher than before the war. There is no pressure to sell, as holders generally believe that coffee will continue in a strong position.

Teas have continued to rise. The country is buying parcels wherever offered at full prices. Ceylons are par-

ticularly strong because of the check to shipments and are sold readily at further advances. It is said that there is nothing available under 24 cents. Indias are nearly cleaned up on the spot, although there are Orange Pekoes offered at 27 cents. In general, it is said that first-hand supplies are light. There is some reselling at second hand to out-of-town buyers. The chief factors in the situation are that the warehouse stocks seem light and shipments from the Far East are temporarily shut off.

Sugar continues highly active, with prices advancing. One factor in the situation is that consumers are said to be stocking up in order to protect themselves from sensational advances that have been predicted. Reports are circulating that prices to the public are likely to go up to 10 or 15 cents a pound. As a result, many householders are buying in 25 and 100 pound bags. The refiners are restricting the jobbers. The American and Howells are quoting 6½ cents on standard granulated, but accepting only limited orders for regular requirements. The other refiners have gone up to 7 cents and are firm at that figure. The prices are now 2½ cents higher than before the war began and further rises are predicted. Great Britain has been a heavy buyer of both raw and refined sugar. Many of the distributors had contracts ahead for several weeks

(Continued on page 14.)



Women Know

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

Dorchester, Mass.

WITH THE EDITOR

That was a most remarkable fight in the West over albumen in baking powder. It does not affect the trade in the East as much as that in the West, for albumen baking powder is sold almost exclusively in the West. The point of the incident is the indiscreet way in which some food commissioners lend themselves to squabbles between rival manufacturers.

It is the practice of some baking powder manufacturers to add a quantity of egg albumen to their baking powder. It seems to be clear that the albumen is not a necessary ingredient. It does not leaven, and it is not a needed part of the filler which all baking powders must have to prevent moisture from accumulating and the other ingredients from deteriorating. When water is added to baking powder containing albumen, a beautiful foam results, which is spectacular and convincing to consumers. This appears to be the only reason for its use, and a number of food commissioners have taken the position that this is a deception—an innocent deception, perhaps, but still a deception, and one of them—Wallis, of Idaho—prohibited its sale on that ground.

The Crescent Manufacturing Co. of Seattle, Wash., manufacturers of a baking powder containing albumen, asked the court for an injunction to prevent the Idaho Commissioner from enforcing this order. The court, after trying the case, granted the injunction on the ground that albumen baking powder was not illegitimate, and that its sale could not be forbidden by the Food Commissioner merely because it contained albumen.

The only sensational point of the case was a thick sheaf of telegrams, which the Crescent Co. requisitioned and brought into court. They had passed between Commissioner Wallis and George P. McCabe, formerly solicitor to the Federal Food and Drug Board and now an attorney practicing for himself. Mr. McCabe is counsel for the Jacques Manufacturing Co., of Chicago, Ill., manufacturers of baking

powder containing no albumen and deeply interested in the albumen fight. The telegrams show that Mr. McCabe, acting in the interest of a rival manufacturer, practically directed the Idaho Commissioner's fight against the Crescent Co. and other baking powder manufacturers; that the Idaho Commissioner and this lawyer for a concern certain to benefit largely by the enforcement of the albumen order, were in the closest possible relations, and that there was much color to the suspicion that the Idaho Commissioner allowed himself to be used to serve the Jacques Manufacturing Co. It was a very foolish and damaging position for a food commissioner to put himself into. In a food commissioner's position there are a thousand chances every day to favor somebody, to be partial to somebody, to so enforce the law that some will be injured and others benefited. Every one of these opportunities leads to a possible trap, and the public official that yields to any of them will live over a volcano forever after.

In Philadelphia and New York this summer we have accepted without much comment the closing all day, every Saturday, of the large department stores—a spectacle which only a few years ago would have been considered revolutionary. The big stores have been closed all day on the Saturdays of July and August, the employees have had so much easier time during the hot weather, and—this is really the point—the stores have done just as much business.

The consumer's convenience has been handled a great deal too tenderly by merchants. As soon as some merchant reveals the courage to consult his own convenience a little more, he finds that the buying public are a great deal more decent than he expected. Confronted by the absolute necessity of doing a thing, they will do it without much grumbling if any. They have not been able to buy goods of any of the large department stores during any Saturday of July or

August. We have information that the stores did just as much business, so that it is obvious that buyers bought on some other day, as of course they could do in most cases just as well as not. Very probably if the merchants of a town were to decide to close at 5 o'clock every afternoon, their customers would be able to accommodate themselves to that also. So with most business innovations in which the business men act together.

Mr. Richard H. Waldo, manager of "Good Housekeeping Magazine," in an article sent to this paper, condemns the universal use among advertisers of the word "best" in connection with their particular product. His point is, and he is right, that the word loses all of its effect because everybody uses it. "Best" is not the only word whose use weakens rather than strengthens an advertisement—"greatest," "purest," "cheapest," "first" and "finest" all belong in the same category. To-day they all have about the same weight as so much blank space.

Here are two pregnant points from Mr. Waldo's article:—

If one advertises that an article is healing, delicious, economical, light, durable, nickel-plated, antiseptic, or anything else definite, the mind can grasp the claim, weigh it and act on it. But what does "best" really mean? Best for who? For what? Isn't it about as inept as the "best best" occasionally used by frenzied advertisers?

This magazine has associated with it trained experts, among them Dr. Harvey W. Wiley, who test scientifically the things we advertise. With all their help we have never found a product we felt sure was the "best," "greatest," "purest," "finest" nor any other "est." We know hundreds that are a splendid buy at the price; these we advertise.

We have always contended that the advertiser who would establish a reputation as a teller of absolute truth about his goods—the good qualities with the bad—would open up for himself a royal road to fortune. The public is so anxious to be able to believe somebody and so afraid to do it. Establishing such a reputation would be a comparatively easy matter. Let a merchant tell one thing against himself, and

at once people who read it would say "this man must be honest."

But he must go the whole length. Many merchants are assuming frankness and candor in describing their goods, but almost anybody can tell the false from the real.

One of the illegal combinations which the United States Government sued recently was the Three Trust. The sale of goods was compromised

and the United States Court made a decree that the Trust must dissolve. A part of this decree was a list of the things that the Three Trust must not do, because they constituted a part of a scheme to illegally monopolize trade and restrain competition. This list is here presented; it supplies an official definition of what is considered a trust by the United States Court.

1. The preparation of lists of wholesale and retail dealers with whom trade in thread shall not be carried on. In short, the maintenance of a blacklist.
2. The preparation and exchange between the defendants of trade agreements as to trade discounts, trade rebates, or terms or conditions of sale.
3. The purchasing or acquiring of factories, plants or brands of any competitor.
4. The fixing of resale prices or the blacklisting or discriminations against dealers who sell thread below the fixed prices, unless such dealer sells below cost.
5. The giving or offering of bonuses, rebates, etc.
6. The pooling of orders for the purpose of obtaining special discounts or concessions.
7. The use of "fighting brands."
8. The employment of special forces of salesmen, commonly known as "flying squadrons."
9. The soliciting or exacting from dealers or from customers or competitors agreements not to handle or to cease handling competitors' brands or from any discrimination against those who do so deal in competitors' brands.
10. Canvassing the retail trade of obnoxious dealers or jobbers for the purpose of interfering with or preventing their trade in thread.
11. Attacks on the credit or business reputation or quality of thread dealt in by competitors or the circulation of false reports concerning such competitors.
12. Intimidations or threats to prosecute alleged infringers of trade-marks, unless such alleged infringers are in fact actual and illegal infringers.
13. The giving of secret rebates to induce customers of competitors to transfer their trade.
14. The selling or offering to sell thread below the cost of production, or concentrated price cutting in dif-

The Sensation of the Albumen Fight.

Advertising Adjectives That Mean Nothing.

The Fact and the Lesson on Saturday Closing.

ferent sections of the United States, making due allowance for the cost of transportation and difference in grade, quality or quantity sold.

15. The offering of bonuses or rebates in the form of free goods, except that purchasers and prospective purchasers are allowed to receive not less than 5 per cent. of their total purchases as samples to be distributed to the trade.

We believe rules 3, 5, 6 and 8 to be absolutely unenforceable and not required under the anti-trust laws of the United States. Certainly the bona fide purchase of a competitor's business is not at this late day to be considered illegal? That it is not is shown by the United States Appeal Court's decision in the International Harvester case, handed down last week:—

There is no limit under the American law to which a business may not independently grow, and even a combination of two or more businesses if it does not unreasonably restrain trade, is not illegal; but it is the combination which unreasonably restrains trade that is illegal, and if the parties in controversy have 80 or 85 per cent. of the

American business, and by the combination of the companies all competition is eliminated between the constituent parts of the combination, then it is in restraint of trade within the meaning of the statutes under all of the decisions.

And if bonuses or rebates are not to be allowed, no manufacturer can sell one customer on different terms than another, which manufacturers have done from the beginning of time, and ought to do, depending on customer's varying right to consideration.

As to Rule 6, why should a number of manufacturers not pool their orders so as to get a lower price? The United States Department of Agriculture advises consumers to do that right along, and everybody else is doing it. The thing is preposterous!

So is the rule that manufacturers must not employ "special forces of salesmen, commonly known as flying squadrons." In Heaven's name, why not?



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Prohibition and Business.

Berlin, Conn., August 9, 1914.
To the Editor.

Dear Sir:—I have read the contributions of the various writers on the effect of prohibition with great delight, the climax of my elation was reached when I read your editorial and you were willing to come out flat-footed for prohibition and wind up with, "God speed the day when it comes."

Too many editors are so afraid of their readers that they are content to stay on the fence all of their lives, and hope that the time will soon come when the American business man who has any sense, and any opinion, will not be afraid to express it.

The legalized saloon means everything to lose and nothing to gain.

Yours truly,
ARTHUR WOODRUFF.

Doesn't Like Our Reference to German Kaiser.

Philadelphia, August 10, 1914.
To the Editor.

Dear Sir:—I have been a reader and subscriber to your paper for some years, even have paid for another year and a half in advance, but this ends it.

What nationality you are or I am does not cut a figure, because we are, before all, Americans, and expect to get and give fair play. Some of your subscribers, probably many of them, are Germans or of German birth.

If you would study history for the last 50 years you would know condi-

tions better. If you want to draw a picture of what will be, wait until you have reliable reports of what has happened, and before all, wait what's going to happen.

I thought you were a sensible lot of people, but I have changed my mind.

Yours truly
GUSTAV GOETZ.

The "Modern Merchant and Grocery World" regrets that this subscriber takes offense at its opinion, expressed editorially last week, that the European war would come to an end when the Emperor of Germany learned that the most colossal bluff of his life could not be put over. Mr. Goetz should in all fairness remember that we are bound to see the situation from a different standpoint than his own

Manufacturers of Children's Dresses.

Richland, Pa., August 8, 1914.
To the Editor.

Dear Sir:—Kindly inform us through your columns names and addresses of manufacturers making children's dresses selling direct to the retailer.

Thanking you for past favors we beg to remain,

Yours truly,
I. W. FIRESTONE & SON.

"Little Duchess" Dress Co., 115 W. 29th street, New York; A. J. Rodebaugh & Co., 1011 Filbert street, Philadelphia; Oppenheim, Collins & Co., Philadelphia

YOU NEED THIS NOVEL FIXTURE

The Eureka Barrel Swing

enables you to do away with broad shelving and bins. It is simple, easily placed in position, inexpensive, convenient, efficient and sanitary

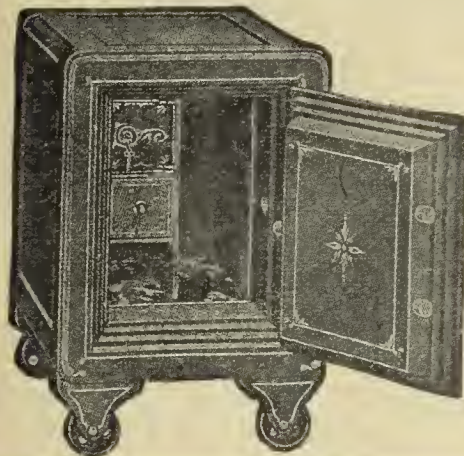
Price, \$1.50 each. Special discount in quantities.



MANUFACTURED BY

J. H. GEHR, 212 W. Main Street, WAYNESBORO, PA.

Only \$27.50 for One of the Best Safes Made



Our Gibraltar Safe, No. 125, outside 32 inches high, 22¼ wide, 22¼ deep. Inside 18 high, 14 wide, 12½ deep. Weight 750 pounds.

This safe is absolutely fire proof and will last a lifetime. We letter your name on it free.

HOWE SCALE CO.
508 Market St., Philadelphia, Pa.

Make Your Oil Business Pay a Better Profit

How much oil do you waste by slopping it around in an old tin measure? That's all loss. The oil soaked floor is a fire menace. The odor taints butter, vegetables, meats, etc., that drives away trade. You "foot the bills."

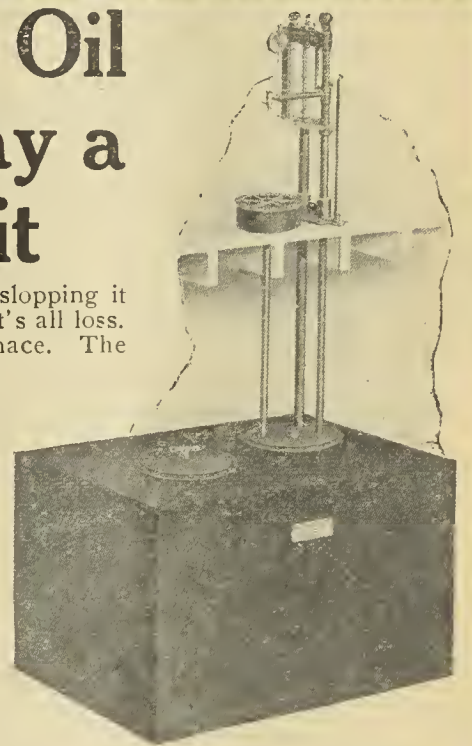
You can stop this at a very reasonable price. You can keep your store clean and inviting by using the

Wayne Storage Systems

for oils and gasoline. They are leak proof, evaporation proof. They measure the exact amount into the customer's can and tell you what to charge for it. No measures or funnels.

You sell every drop you buy if you use a Wayne. This system has been used since 1891. If you want all your money can buy, take a Wayne.

We have a booklet giving complete information on a Wayne system for your store. The coupon will bring this without charge or obligation.



WAYNE OIL TANK & PUMP COMPANY.
225 Canal Street, Fort Wayne, Ind.

Gentlemen:—Without expense or obligation send me prices and information on a Wayne outfit for the storage of

Gasoline ☐ Private Garage ☐
Oils ☐ IN Public Garage ☐
Kerosene ☐ Factory ☐
Store ☐

NAME
STREET NO.
CITY..... STATE.....

Wayne Oil Tank & Pump Company, Fort Wayne, Ind.

and New York; Cantor Bros., 718 Arch street, Philadelphia.

Buyers specializing on infants', children's and misses' wearing apparel, Mrs. J. C. Swartz & Co., 5000 Broadway, New York, resident purchasing agents.

Low Priced Printers.

Quakertown, Pa., August 6, 1914.

To the Editor.

Dear Sir:—Will you please inform me where I can get 1,000 circulars, 6 x 8 or 8 x 10, printed each week at a low price.

Yours truly,

A. E. FLAGLER.

We refer you to the Grocers' Printing Co., 31 N. Second street, Philadelphia, as being low-priced printers.

Wants Business Men to Boom Federal Unfair Competition Act.

New York, August 8, 1914.

To the Editor.

Dear Sir:—The excellently drawn and much needed Unfair Competition Act can be promptly passed now if Congress hears just a little more strongly from the business men of the country.

An attempt is being made to embarrass its passage by resurrecting certain features of the Clayton-Anti-Trust Bill which assume to define and forbid certain business practices.

What the business community needs is an act prohibiting, in broad general terms, all unfair competition. Then we want the act to establish a "businessmen's court" (the Federal Trade Commission), to pass in a common sense way upon the fairness or unfairness of any particular practices which may be brought before it and with an appeal to the District Court in case of dissatisfaction with the findings of the Commission.

That is exactly what we get in the Federal Trade Commission Act (H. R. 15,613).

We can get that bill made into law if we simply let our Senators and Congressmen know where we stand.

The opponents of this bill have succeeded in having reincorporated in the Clayton Bill provisions which specifically describe and forbid a couple of business practices, one of which it is of doubtful wisdom to try to forbid, as is shown by the language of the bill, which is so hedged about with limitations as to be practically futile. And the second is already forbidden under the Sherman law. The bill leaves all other and many very grave abuses entirely unprovided for.

Now, do you want clean business in this country or not? Let the business men answer by writing to their Senators and Congressmen.

The objectionable features of this revised Clayton Bill, from the standpoint of the vast majority of American business men are found in Sections 4 and 2. In effect Section 4 provides that manufacturers shall not sell their products on the condition that the buyer shall not deal in or use competitors' products. Doubtless there have been abuses which this aims to correct, yet it is but a small part of our problem of unfair competition, and frequently a manufacturer in giving an exclusive agency to one party in a given territory (which the bill sanctions), might with entire propriety require in return that this party handles his goods exclusively. It is simply a question as to the fairness of the act in particular circumstances, and would be adequately dealt with under the provisions of the Federal Trade Commission Act.

Section 2 says in effect that it shall be unlawful to discriminate in price between different purchasers for the purpose of injuring a competitor. But then it goes on to say that the provision is not to apply to discriminations made on account of differences in grade, quality,

quantity or for other reasons which together include almost every reason for which such discount and discriminations can be made.

The Sherman law, however, has always forbidden such discounts when they tended to create monopoly, so what does this add?

No other trade practices are covered by the bill, so that any business man can see how many abuses in his field are unreached by this proposed substitute for a real unfair competition bill, and how far it comes from going to the root of our business difficulties.

Do you not agree that you want your Senators and Congressmen to vote against these confusing provisions of the Clayton Bill (H. R. 15,657) and in favor of the Federal Trade Commission Bill (15,613)?

The latter is not recommended as taking the place of the Stevens Bill (H. R. 13,395), which deserves our continued support to cover another situation.

Yours truly,

WM. H. INGERSOLL.

Pennsylvania State Water Analytic Bureau.

Creighton, Pa., August 7, 1914.

To the Editor.

Dear Sir:—Kindly inform me whether whether or not there is a State chemical station in Pennsylvania for testing and analyzing water. If so, let me know where it is located and what they charge. Kindly give me what information you can along that line.

Yours truly,

JOHN ALTMAN & Co.

Any chemist can test and analyze water. The average charge is \$5 to \$10, or you can get it done by sending a sample to the State Board of Health, Harrisburg, Pa., without charge.

It is necessary to write to the Commissioner of Health at Harrisburg, giving reasons why analysis is desired, and if he sees fit to grant the request he will send instructions to the State Laboratory at 2000 Arch street, Philadelphia, to send boxes to applicant in order that he may collect samples of water. The State Laboratory makes no chemical analysis, but a bacteriological test, which they consider a more delicate test for purity. A chemical analysis has to be made by a private chemist.

Cash Register With Slip Printing Devices.

Mt. Kisco, N. Y., August 8, 1914.

To the Editor.

Dear Sir:—Kindly advise us at your convenience the manufacturers who build cash registers with slip printing devices. Yours truly,

A. L. BANKS & SON.

The National Cash Register Co., Dayton, Ohio, and the American Cash Register Co., 920 Spring Garden street, Philadelphia.

Notice For Package Goods.

Duke Center, Pa., August 10, 1914.

To the Editor.

Dear Sir:—I inclose a notice taken from the "Cash Grocer," sent out by Barber & Perkins. Does this apply to goods sold in packages only, or in packages and bulk?

I am deriving much good from the "Modern Merchant and Grocery World" and wish you continued success.

Yours truly, W. F. GROW.

This was a notice about the new net weight law. It concerns only package goods.

The Effect of Prohibition on Retail Business

Retailers From Various Sections, which are Now Dry but Were Formerly Wet, Tell How the Cutting Out of Liquor Affected Their Stores.

[Several weeks ago the "Modern Merchant and Grocery World" announced that it had launched a campaign to obtain from retail merchants in all the sections of the Union, which had recently gone dry, statements showing what effect this had had, if any, upon the regular retail business in staples. A number of these statements have been obtained and they will appear below from time to time. The letters may not appear each week, for collecting them from all parts of the country is a colossal task and will take some time.—Ed.]

By R. A. Lange, Leavenworth, Kans.

Q.—What effect has abandoning the sale of liquor had upon your business?

A.—Depreciation of at least 25 per cent.

Q.—What effect upon the general business of your town?

A.—Empty store rooms; rents lower.

Q.—What effect upon collections?

A.—Collections poor and many losses.

Q.—What effect upon your average sales to each customer?

A.—Same as No. 1.

Q.—Are your customers spending more with you than they spent before prohibition came?

A.—No.

Q.—Is there any difference in the general peace and order of your town?

A.—Shipping liquor to Kansas is worse than open saloons.

Q.—Are you more prosperous under prohibition than you were before prohibition?

A.—No, sir.

As for myself I don't care and never use intoxicating liquors. These answers are from a business standpoint.

By Thos. Gale, Jackson, Miss.

I don't think any one who will give an honest expression to his views will say that prohibition has effect on the general business of the community. Those who profit by the trade of those in the liquor business will be affected, just as those who profit from the red light and gambling interests. Your question is a moral one and any answer depends from what angle you view the subject. Anyone who profits from these interests or are in sympathy with them will very likely return an answer in accordance.

So far as my business is concerned it is not affected in the least. The thing that affects the people of Mississippi now is a little insect called the cotton boll weevil, which has reduced the yield two-thirds of a crop. That makes the interest great; the reason is we feel it so.

By W. M. Dain & Co., Bath, Maine.

The laboring man is better off under prohibition and the man and family gets the benefit of his labor where in wet States the saloon gets the benefit.

I think it benefits all business. Collections are better from the drinking class in dry States.

In the State of Maine for the past two years we have had pretty rigid enforcement, and in consequence there has been a falling off in commitments to jails, lock-ups and work-shops of about 50 per cent.

There is not the disorder in dry States as in wet ones and I think the people get along better. At a rate I think personally that prohibition is the best.

By S. B. Grimes, Columbus, Ga.

No business since Columbus went dry; goes to Girard, Ala. Rents have gone down, etc. I am a teetotalist, never drank anything in my life. No! Whisky in town kills business.

By Z. Andrews & Son, Cambridge, Md.

So far we do not see any difference in our business. If there is any change at all it is better.

By J. T. Fisher, Winchester, Va.

I live in a dry city and county and as a general dealer must see the local option has been a very great benefit to the community, and would be more so if intoxicating

vere not allowed to be shipped in
ry territory. The wet people
ake this a talking point, that min-
rs, boys and girls, order whiskies
nd get drunk, whereas they could
ot get it from home saloons. This
s a very important point in legis-
ation, to prevent the shipments of
whiskies to minors and girls.

Local option has been a benefit
o my business and the city and has
aken the local temptation from
bung men and helped lots of old
oaks and put new life in a good
many hungry women.

Master Butchers' Association Wants Calves Protected.

The United Master Butchers' Associa-
tion, in joint session with the National
Retail Butchers' and Meat Dealers' Pro-
tective Association, in Chicago during
the week, passed eight resolutions. They
recommend:—

That Congress enact laws to pre-
vent the slaughter of female calves
during the next five years.

That the Government set aside
land for farming and stock raising
purposes.

That local associations forward
letters to Legislatures showing the
necessity for the raising of more
stock.

That a petition be sent to Con-
gress seeking a law to prevent the
slaughter of any calves weighing
less than 100 pounds.

That a petition be sent to Con-
gress seeking the repeal of the tax
on oleomargarine.

That a petition be sent to Con-
gress recommending that immediate
steps be taken to improve cattle con-
ditions in relation to live stock by
setting aside 10 per cent. of the
National income tax to be used in
improving undeveloped lands.

Southern sweet potatoes are averaging
\$3 per barrel; Jersey, 75 cents to \$1 per
basket. The crop is reported good.

COX'S Instant, Powdered GELATINE

Best known—easiest to sell.
Standard for over 70 years.

Now obtainable through job-
bers—in convenient quanti-
ties—at a larger profit to you.

Ask your jobber for new
prices. Free window display.

The Cox Gelatine Co.
100 Hudson St., New York City



Sole Agents in
U. S. A. for
J. & G. Cox,
Ltd.,
Edinburgh,
Scotland.



Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company
NEW YORK



WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

Why Coffee Sometimes is Unsatisfactory.

By WILLIAM B. HARRIS.

The majority of coffee drinkers jump to the conclusion that when their coffee does not taste right it is always the fault of the coffee. They overlook the fact that before a pound of coffee is entirely used up they have produced a beverage a good many times from the same package, and that there is a chance that the conditions under which the coffee is made may not always be uniform.

One of the points most often overlooked is the condition of the water used in making the coffee. The essential features for a good cup of coffee in this particular are that the water should be fresh, clear and boiling hard when applied to the grounds. Water that has been boiled and then allowed to cool off, or has been permitted to stand in the tea kettle over night, is dead and should never be used. Very frequently scale will form on the inside of a tea kettle. This accumulation is allowed to remain and particles break off and get into the coffee with the water. The result can only be unsatisfactory. Then the kettle may be rusted on the inside, particularly at the cover or near the spout. A very small percentage of iron rust will spoil coffee.

The above conditions may occur whether the water is in good condition as it reaches the house or not, but there are times when the water mains bring down water from the reservoirs that it is impossible to use and turn out a satisfactory product.

It has been often said that there are more complaints in the spring of the year than at any other time. The reason for this is quite apparent, when we consider that it is during the spring season that the heavy rains occur. The freshets and melting snows carry down into the res-

ervoir a lot of sediment and dead vegetable matter that frequently makes the water decidedly objectionable. There are certain times after heavy rains or during a dry summer when it has been found necessary to buy filtered water in order to do any satisfactory testing of either coffee or tea. When such conditions exist there is certain to be unsatisfactory results in the home in connection with the preparation of the breakfast beverage.

Again, during the hot summer the reservoir will sometimes become low, exposing vegetable matter which decomposes, giving the water an unpleasant taste. Even boiling will not remove this objectionable character which is bound to spoil either coffee or tea.

In some sections of the country river water is used, carrying with it a large amount of silt which is bound to have an unsatisfactory result when the coffee is prepared.

If the question of the water supply is carefully watched, as well as the conditions under which the water is boiled, in the vast majority of cases the difficulty with the coffee as prepared for the table will be located without the necessity of any complaint whatever to the dealer supplying the particular brand in question.

THE NEW YORK LETTER

(Continued from page 9.)

at the old prices and so are in a position to make large profits.

The market for spot canned tomatoes has been getting more active and stronger. It is difficult to find sellers who will accept anything less than 75 cents for No. 3 Maryland tomatoes of last year's packing, f. o. b. Baltimore. No. 2s are held at 55 cents. Corn on the spot, both Southern and Western, is more active and higher. Distributors are now disposed to anticipate requirements. Southern packers are getting from 2½ to 5 cents more than they were glad to accept a few weeks ago. Western spot

corn is bringing 75 cents for standards at the factory. Sales of Maine style Maryland corn of last year's packing have been made at 67½ cents in New York, f. o. b., in the last few days. Distributors are showing more interest in futures, but most of the packers appear to have taken all of the business that they desire to carry for the present. Peas are firm and are offered in a sparing way. This is true also of string beans.

There has been urgent buying of rice for export and this has cut into the spot

supplies. The various countries of South America have been the principal buyers, as they find their supplies from Europe shut off. Prices have been advancing.

Spices are active. Grinders are reselling surplus lots in order to take advantage of the opportunity for immediate profits.

Molasses is firm in tone. Holders are not willing to make contracts for future delivery and sell only at the present advanced prices for prompt shipment.

There is not much movement in California canned fruits. Local buyers

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

A Grocery Man Should Know—that in filling an ordinary size bag he should hold the bottom of the bag in the open left hand. That in taking an order he should never lean on the counter. That instead of saying, "Anything else?" it should be, "What next, please?" That in weighing a piece of meat he shouldn't say, "Five pounds and seven ounces," but, "Not quite five and a half pounds." That the bill should be figured up and the amount given instead of asking, "Shall I send it C. O. D.?" That in answering a phone call he should mention the name of the firm instead of saying, "Hello." That packages should be wrapped together when they're to be carried home, before the customer makes the request. That children should be waited upon in regular form. And that a scoop should never be left in a bin or drawer.

The Truth Habit.—After all it pays to tell things straight. Sometimes it grates on a fellow. Sometimes it seems as though it were going to land him in trouble. But when you're faced with a direct question give it direct, and give it truthfully. The man that's trusted is the man that isn't afraid. Out with it. There's no sense in lying. Anybody that has had anything to do with human nature and human affairs knows that it isn't even good business. A lie always rebounds. That's the nature of the thing. When it comes back it hits hard. The thing to do is to stick to God's truth, and then you're not afraid of any man. Get the "truth habit."

Can Do Anything.—That isn't a good recommendation. The fellow that can "do anything" isn't the man that a modern business needs. It needs men that know one thing and know it well. Learn all there is to be learned in your capacity. Know the ins and outs of things. Never mind about the boiler or the plumbing or the electric arrangement. What you want to do is to fit yourself for a first-class groceryman and be able to take a position worthy the name.

Study how the manager handles help and figure out why he is able to keep them so enthusiastic. Ask yourself why it is that your store is busy and some others are begging for business. These are the things to keep in touch with. Let the mechanics take care of their end. Some day you may call these men up to your desk and ask them about certain things that play a small part in the successful running of a business. But—don't aspire to be able to "do anything."

"Don't Feel Like It."—Why don't you? If you don't feel like it you have no business there. Quit the job as soon as you can, sir, or you'll be sorry. If you're not heart and soul with the boss you can't earn your pay. Many a boss would like a man to tell him this. Because it might set both right. Gentlemen, as an employer of men, I am positively in favor of candor on both sides, and I believe that lots of misunderstandings would be mutually and profitably adjusted were employees more perfectly candid in their grievances. What I mean is this: A man gets an offer of \$1, \$2 or \$3 a week more to go with another concern. He accepts for two reasons, because of more money and because of a "grievance." Now, in many cases the "grievances" can be adjusted by a simple heart-to-heart talk.

Cut Out Personal Talk.—Never be guilty of letting a customer hear you discuss a fight or game, a show, or anything personal or foreign to the business when you're back of the counter. It's the worst of taste. Some of you may be guilty. Occasionally we give offense without knowing it. This "Straight Talks" is for you. Whenever it pinches size yourself up. The object in writing these articles is to make better grocery clerks. Just as surely as you're reading this you'll become better clerks, better business men, better men altogether by following up and carrying out the suggestions printed on this page week after week.

seem to think that the check to European shipments will tend toward an easy market. Cherries are firm. Pears are steady. Peaches and apricots are easy in tone. Holders of small Southern fruits are firm in their views.

The market for spot supplies of seedless raisins has been advancing. The Associated Co. is expected to announce the opening prices on the new crop within a day or two. Outside interests have been accepting orders for October shipment on the basis of 6¾ cents for fancy and 6⅜ for choice in one-pound cartons. Dried prunes, peaches and apricots, spot and future, are easy in tone, with little demand at present. Spot currants are strong and tending higher.

Flour went up early in the week and is now a little easier. Buyers who were eager to place orders at high prices several days ago have since reduced their bids. Some of the mills are willing to accept bids as low as \$5.65 for spring wheat patents in jute, while other mills will not accept less than \$6. Not much business is now being put through, as most of the buyers are not willing to pay more than \$5.50. Kansas flour is still held firmly and \$4.50 is the low price of the mills on straights in sacks, although there may be some resales at lower prices.

Eggs are arriving in liberal quantities, but the proportion of high-grades is small, and on these prices tend upward. The lower grades are freely offered at the old prices. Storage eggs are firmly held. Nearby white eggs sell promptly, with fancy grades firmer. Defective eggs are irregular in prices. The quotations on fresh-gathered Western extras are from 27 to 29 cents; extra firsts, 25 to 26½ cents; firsts, 23½ to 24½ cents; seconds, 21 to 23 cents. The best grades of refrigerator eggs range from 25½ to 27 cents, with charges paid. Nearby eggs have a range up to 34 cents for large white fancy grades.

High-grade creamery butter is tending upward. The best creamery extras are selling from 30 to 30½ cents, but those who pay over 30 cents insist on high scoring goods. Some good butter scoring as extras is to be had at 29½ cents. There is more active trading in medium and lower grades. Offerings from 26½ to 28 cents sell readily. The best grades of process butter are firm, ranging from 2½ to 25 cents.

FRED. A. MCGILL.

Peaches are badly glutted. Californias have gotten down to 40 cents, though the freight is 32 cents. Nearby are 15 cents per basket up, mainly because the fruit is poor. Fine North Carolina peaches are worth \$2.50 per crate, which is nearly twice the price the ordinary fruit is bringing.

The Eureka Barrel Swing.

A very useful article that enables you to keep your goods in barrels and yet not have the barrels in your way. You attach the swing to the barrel and swing it under the counter when not in use. J. H. Gehr, of Waynesboro, Pa., the manufacturer, claims it to be better than bins under the counter or broad shelving. It is simple, efficient and sanitary.—Advt.

Our Ads. will be Salesmen for You

If You Display

**WRIGLEY'S
SPEARMINT**

where everyone will see it

We make people *want* it. But they may *forget* it if you don't take care to have them see it.

Every package you sell by displaying it is extra profit in your pocket. Make

**WRIGLEY'S
SPEARMINT**

advertising advertise *you!* Put it where it's easy to see and buy.

TELL CUSTOMERS:

"Ever try **WRIGLEY'S SPEARMINT** after eating? It refreshes your mouth and helps digestion wonderfully. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



THE GROCERY MARKETS

Tea.

The tea market is about where it was a week ago. All new teas are steadily maintained at an advance, which in the aggregate probably amounts to an average on the whole line of 3 cents per pound. There are several months' supply of tea in the country, and no occasion whatever for any further advance. The consumptive demand for tea is fair.

Coffee.

Coffee shows no change from a week ago, with the exception of Mocha. All grades of Rio and Santos are steady to firm at the advance noted last week. Mild coffees are also unchanged, as is Java. Mocha, however, has advanced to 28 cents in a large way, green. This is largely due to scarcity, but the war is probably responsible for about 2 cents of it.

Sugar.

Raw sugar is steadily advancing, and refined with it. All told, both raws and refined are probably 3 cents higher since the war opened. Large demand from abroad for sugar that would otherwise have gone to this country is given as the reason for the advance in raws, and the advance in refined is of course due to the advance in raws. As the week closes granulated sugar is quoted at 7½ cents, with further advances certain. The consumptive demand is active.

Syrup and Molasses.

Glucose has advanced 10 points, and both tinned and bulk compound syrup have moved up accordingly. The demand is light. Molasses is unchanged and dull.

Fish.

Mackerel has shared the excitement and both shore and Irish fish are several dollars per barrel higher, due to prospective rather than present scarcity. Norways are scarce on spot, and are worth several dollars more than a short time ago. Cod, hake and haddock are steady to firm and unchanged in price. Salmon of all grades are practically unchanged; pinks are a trifle higher, perhaps. Imported sardines are very scarce and will probably become scarcer. Prices on the French are \$5 per case higher. Domestic sardines firm, by reason of scarcity. Fishing is still poor.

Dried Fruits.

Prunes are about unchanged for the week, both spot and future, but the tendency is weaker. Peaches are easy, but about unchanged; demand light. Apricots are probably 3 cents cheaper on account of the bad situation abroad. Currants have advanced 2 cents more during the week, which means about 4 cents from the beginning. Raisins are unchanged from a week ago.

Canned Goods.

Tomatoes are unchanged, but it begins to look like a short season and a short pack, and some holders are beginning to feel that futures at present quo-

tations are a good buy. There is no demand to speak of, however. Corn is firm, and some packers have withdrawn prices. There is no reason that anybody knows. Peas are unchanged and quiet. Apples on spot, meaning New York State gallons, are nearly cleaned up. The market is no weaker as yet, in spite of the depressed prospects. California canned goods are unchanged and quiet. Small Eastern staple canned goods unchanged and dull.

Butter.

The butter market is firm at 1 cent per pound advance over the early part of the week. The advance is due to a good consumptive demand. The stocks are reported to be lighter than usual for the season, and the make is also light. Not much change in price is expected during the week.

Eggs.

The egg market is firm at an advance of about 1 cent per dozen from a week ago. There is an active consumptive demand for eggs, and the market is in a good healthy condition at the advance. No change in price is looked for in the immediate future.

Cheese.

The cheese market is firm at an advance of about ½ cent per pound on all grades, due to the good consumption, as well as to the reported short supply. No further change is expected in the immediate future.

Provisions.

Everything in the smoked meat line is firm at an advance of about ¼ cent per pound. Both pure and compound lard are firm at unchanged prices, with good consumption. Canned meats and barreled pork have advanced about 10 per cent., due, in the case of corn, roast and boiled beef, to the war. Supplies are very low, all Australian beef being now cut off. Dried beef is firm at unchanged prices. Lunch tongues are also up 10 per cent.

Beans and Peas.

Pea beans, without any sufficient reason whatever, have advanced all told about \$1.25 per bushel, which is very nearly 50 per cent. The last quotation in a large way was \$3.40. Marrows are up around \$4.25, against \$3 when the thing started. The ostensible reason for pushing prices up is lack of foreign beans, but the main reason is lack of foreign competition; in other words, pure greed on holders' part. California limas are now quoted at 9 cents in a large way; futures are unavailable. Green peas are up to \$2.10 in a large way; they started at \$1.25. Scotch have advanced about the same amount.

INDIVIDUAL MARKET REPORTS.

Sugar.

The market for refined sugar has ruled very strong and active again the

whole of the week. At the opening of the market Thursday morning Franklin and American advanced all grades to basis fine granulated 6.75 cents, regular terms. At noon McCahan, Pennsylvania, Arbuckle, Warner and Federal advanced to basis fine granulated 7.50 cents. Howell, 7 cents. Numerous orders were declined by all refiners.

Franklin and American still quote 6.75 cents, but are restricting business to regular buyers who have no sugars due on contract.

The market closes very strong in sympathy with the strong and higher raw market.

Still higher prices can be looked for.

The withdrawal demand is very large and all refiners are considerably behind on shipments.

All shipments will be congested and delayed for some time to come. At the present time it is absolutely impossible to obtain any information relative to shipments. Refiners really do not know just where they stand, owing to the unusual heavy withdrawal demand. All shipments will be made in turn, as ordered.

Raw Sugars.—The market has ruled strong and active, with refiners and speculators both buying at full and advancing prices.

Thursday buyers again entered the market. Sales were reported about 200,000 bags at 6.52 cents, duty paid, principally to the American. This practically cleared the market of all offerings. Later, however, sale was reported to speculator 10,000 bags for September shipment from Cuba equal 6.77 cents. The market closes strong, with holders again asking higher prices.

London Cable (Beet Sugars).—No quotations, Exchange closed.

Note.—Owing to the scarcity of burlap, refiners state that they will hereafter figure only three and one-half bags to the barrel instead of four bags as formerly. They also announce that assortment must not contain over 25 per cent. in bags. This applies on both old and new purchases.

J. H. HUSTON Co.

Philadelphia, Pa.

Salmon.

Futures.—Since our last letter the situation has changed completely and all previous quotations on all grades are practically withdrawn. About the only way business is possible until the situation simmers down is to take orders for futures "subject to buyer's approval or seller's own price when named."

PHILIP J. BRADY.

Seattle, Wash.

Standard Canned Goods.

And still the long drought is unbroken. The temperature, however, has been moderate all week, and there is nothing in the situation to date to cause alarm about a short crop of tomatoes in this section. The crop is not yet made, and a number of things can happen before it is harvested to reduce the output of the canned article, but none of them are in sight at this time, and to worry about them in advance is like borrowing trouble. The talk about the war abroad causing a boom in the market for canned goods packed in this country is rather far-fetched. No government on the face of the earth, excepting our own United States, includes canned foods in the daily rations served to the army in the field, and any extra demand for such supplies from that source need not be expected. The demand for to-

matatoes and other goods is increasing rapidly enough, chiefly because of the splendid advertising campaign of the National Canners' Association, to consume even the largest output that has been made, and the outlook for business in the season now at hand is considered to be excellent.

During the week the market was again strong and active for tomatoes for prompt shipment, and the chief feature of interest was the large buying by tomato canners and jobbers in the West. The orders for them were well-scattered and came from all sections in lots of one to three carloads, and included all sizes. August is usually, if not always, one of the heaviest buying months of the year, and this month is expected to maintain the record.

String beans and wax beans are strong and fairly active, with an upward tendency as to prices. The stocks of them in this market are smaller than usual for this time in the season, and they are worth buying. Sweet potatoes are also in a strong position, both spot and futures. Corn was fairly active this week. The buying of the other lines of canned vegetables was light this week, and there are no special changes to mention.

The Baltimore canners are now obtaining excellent quality of fresh peaches which they are putting into unpeeled peaches and seconds table peaches, for which the demand is increasing. The quality of the Maryland peaches this year is better than for many seasons and will give satisfaction. Apples are being canned in a small way, the big crop does not arrive until fall. Pine apples are a shade firmer, though not higher as to prices. Berries and cherries were dull this week, and so were pears. Unfavorable reports about the coming pear crop continue.

The prices of cove oysters are firmly held, with a small demand for them.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Imported Fish Specialties.

As a matter of fact, we have little to report in regard to our market except steadily advancing prices. When war was declared and we foresaw that we would have difficulty in obtaining goods from foreign countries now engaged in war, we immediately telegraphed to all our representatives, putting at their disposal our present stocks at the old prices. As soon as we found out that the situation became more serious, and as soon as we found that it would not be safe to let the shipments now afloat for us go forward without being covered against war risk, and as soon as we found that we were obliged to cover this war risk at very heavy expense, in some cases as high as 10 to 25 per cent., we, of course, began advancing our prices in proportion to the war risk rate that we had to pay. We then found out that the rate of exchange had gone sky high, and we found out that we were obliged to pay a rate of exchange from 10 to 20 and 30 per cent. higher than just about a week ago. Then again we were obliged to advance our prices; naturally so, otherwise we would have been selling the goods at a loss.

It is almost useless to mention any point out single articles in our line, because every one of them shows a heavy advance. Less attention has been paid to herrings and mackerel than to other goods, of course, because this is not the time when they are having sales made of these goods, the weather being too

m; but for sardines, for instance, e all taken a very strong upward a. Of French sardines there was y little, and the little that was here held at enormously high prices. But tuguese sardines and we may men- that the export of food products been stopped from Portugal, have n in excellent demand, at steadily ad- ing prices, and still the prices for tuguese sardines to-day are still very sonable.

prats.—Of course we will have to re on just what we have here, be- se nothing more can be forwarded the way of sprats from France, be- se France is at war, and besides the h of sprats here has been a total urc. Belgium, where we get the est supply of sprats, is at war, and not allow any foodstuffs to be ex- ted, so there you are.

STROHMEYER & ARPE CO.
New York, N. Y.

MARKET NOTES.

antaloupes are glutted and the price ow 60 to 75 cents per crate for Del- aires, North Carolinas and Maryland. zonas are done, and Colorado fruit t not be along until the last of this ath.

pples are cheap and largely poor— to 50 cents per basket. There is a y large crop, and it looks like about lowest prices on record, if export ditions are not adjusted in time to e the surplus from this year's Ameri- crops. Canada usually ships large ntities of apples abroad, and if these t go either, it will mean a still great- surplus for this continent. There are ew Pennsylvania apples at \$1.50 to 5 per barrel.

tomatoes are coming forward in very ge quantities and canners are buying they want at 12 cents a basket. The t bring only about 40 cents.

grapes are coming from California from Delaware and Maryland. Cal- nia grapes range from \$1.25 to \$1.75 box and the others 75 cents to \$1 per ce.

huckleberries are lower than for rs. Swamp huckleberries have sold ow as \$1 per chest of 32 quarts. A mal price would be just about twice

National Coffee Roasters' Association Tells Dealers How to Work for Coffee Week.

he National Coffee Roasters' Asso- ion, projectors of Coffee Week next ober 19th to 24th, has issued the fol- ing suggestion to wholesale coffee lers as to how to produce an appre- ble increase in the sale of coffee dur- that week:—

We suggest that you begin at once your letters to salesmen and therwise to impress them with the magnitude of the project, the fact at it is to be National in character nd the most gigantic demonstration at has ever been undertaken any- here in the interest of coffee, and at one of its primary features is e opportunity that will be pre- sented to the retail grocer, through ersistent effort broadening his out-



"This Is the Cocoa to Sell"

Tell your clerks the importance of pushing the sale of STOLLWERCK'S GOLD BRAND COCOA and see that they recommend it to your customers whenever possible. You have sufficient influence with your customers to sell nine out of ten of them any brand you choose, and when you make use of their confidence in your judgment to sell them STOLLWERCK'S GOLD BRAND COCOA you are going to please them better and increase your cocoa business faster than you can by pushing any other brand.

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and because of its international reputation for superiority will add to your standing as a high-class

grocer. It has been awarded 26 Court Diplomas and 65 Medals of Supremacy in the Courts of Europe. Because it has won wherever introduced, it's the cocoa for you to win new and increased trade.

WRITE US FOR WINDOW DISPLAY MATERIALS

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA is made by the original Dutch process which makes the best flavored and most digestible cocoa."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

put, to recover and retain the enormous volume of coffee business that has gradually drifted away from him, the logical distributor, to other channels.

Enthuse your men with the determination to make this affair, unlike some previous demonstrations in favor of other commodities, a huge success and productive of results even far surpassing any that may be now anticipated. Insist upon it that they impress their customers with the importance, and the necessity, of "talking" coffee and of permitting none of their customers who may call at their stores during Coffee Week to go away without making a purchase of coffee, if possible. Have salesmen remind their customers also that this campaign includes a plan of education for the consumer, respecting the healthful and beneficial qualities of coffee, as against the condemnatory statements which have so frequently been made regarding it and which have, undoubtedly, instilled into the minds of some the belief that coffee is injurious and "does not agree with them;" and to inform them that attractive booklets containing facts regarding the properties of coffee and the results of its use, also suggestions as to the most satisfactory methods of grinding, brewing, etc., will be supplied them for distribution among consumers, which should go a long way toward correcting these erroneous impressions.

Additional copies of the circular descriptive of the advertising material and containing facsimiles (in colors) of the latter, which your salesmen may exhibit to their customers in their efforts toward arranging for displays, may be procured on application to this office. The idea is that salesmen should obtain the promises of customers to use their windows for such displays during Coffee Week and to supplement the advertising with displays of the actual coffee on sale at the time.

Instruct your salesmen to begin on this at once and to continue hammering at it until Coffee Week is at hand. We firmly believe that if the salesmen of each and every concern interested in this movement will exert a conscientious, energetic and continuous effort, the desired result will certainly be assured.

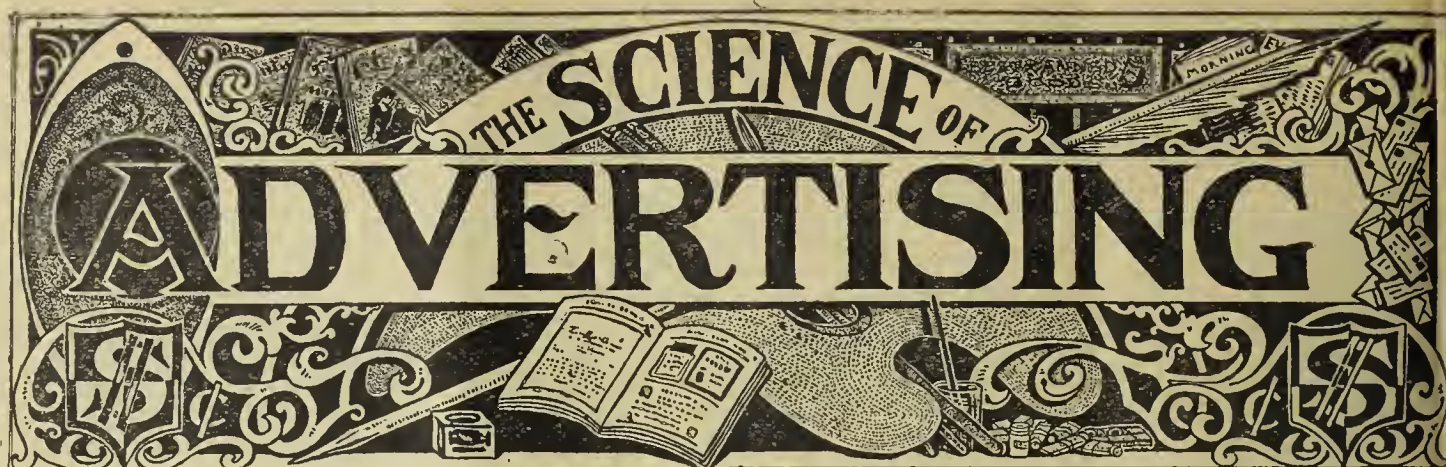
The Grocer Should Fight Rats as Well as Flies.

In a paper read before the National Association of Dairy, Food and Drug Officials at Portland, Me., a few days ago, W. G. Sherer, of Chicago, advanced the following suggestion:

There is another campaign which might well be started this fall:—

No grocer knows how much loss he suffers through rats and mice. In spite of all efforts they get into his goods and live off of them.

I say to you men who know the disease-bearing traits of the rat and its power to damage and destroy food, that the most popular campaign you could inaugurate for October, 1914, would be a "Bat the Rat" campaign that would rid the stores, warehouses and granaries of millions of rodents that otherwise must be fed all winter. Such a campaign would command strong newspaper support; the property saving would be enormous, and your story of the habits of the rat, accompanied by your several prescriptions for ridding the premises of his tribe, would have appreciative attention from your large clientele of grocers.



I have from "Oscar's Market," Cambridge, Mass., a red circular, 6 x 10 inches, which I reproduce below. It is printed on dark red paper of a peculiar soft sponge-like texture—sort of like blotting paper. Not the sort of paper, I should say, to make the best printed matter, because it absorbs the ink and makes it hard to give good, clean, black press work. Here is the circular reproduced, somewhat reduced:—

"Genuine Bargains," for a bargain means money-saving. It wasn't necessary, either, to put the address at the top. "Genuine Bargains," or "Guaranteed Bargains at Oscar's Market," was all the headline needed. The introduction beginning, "We shall take pleasure," should have been gone over and polished up. It is confused and involved. The sentence beginning, "Our long experience," etc., is not clear; it

is that which omits what is really the most important part of the story—the regular price. Depending on people to remember the regular price is risky business. Some will, but a great many won't. Always tell them and rub it in for only by comparison with the regular price does the present selling price become a bargain.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Absolutely Genuine Offers and Money Savers AT

OSCAR'S MARKET

45 PLEASANT STREET

TELEPHONE 2182 CAMBRIDGE

We shall take pleasure in reducing our prices to the Lowest on complete line of EASTER NECESSITIES, which is going to be a remarkable Sale

Our long experience in this line of business enables us to judge goods better, and purchase them at Lowest Prices will allow us to compete with any of the big stores in Cambridge. So when you take advantage of our experience you are always insured against food disappointments.

ONE TRIAL WILL CONVINCE YOU.

SMALL HAMS weight 8 to 12 lbs Whole 18c lb
Half 20c lb

LEG OF LAMB 20c lb

SIRLOIN ROAST out of United States Beef 25c lb

FANCY BRISKET CORNED BEEF 18-20c lb

HENNERY EGGS all Brown & Large 25c doz

STATE HOUSE FLOUR 80c bag

BEST POTATOES 25c peck

" BUTTER 28c lb

FANCY TOMATOES

" PEAS

" CORN

CAMPBELL'S SOUPS 3 for 25c

UNEEDA BISCUIT 4c pks

Fresh Mushrooms Fresh Dandelions Rhubarb

" Cucumbers " String Beans Squash

" Lettuce " Asparagus Tomatoes

" Sweet Pepper " Bermuda Onions

" Cape Cranberries And all kinds of Vegetables in Season

3 for 25c

Evidently this circular was used some time ago, as it speaks of "Easter" necessities. Probably the prices will therefore not be to-day's prices.

I suppose nobody will have any trouble knowing what this headline means—"Absolutely Genuine Offers and Money Savers," but it could have been a little more tersely expressed. "Genuine Money-Saving Bargains," or even

could have been expressed something like this: "Our long experience in this line of business helps us to judge goods better and buy them closer. This puts us in a position to compete with any of the big stores." But the large stores, when advertising bargains, never fail to give the regular prices as well as the bargain prices. You can't compete with them unless you do the same. The most ineffective kind of bargain advertising

After September 1 Next New York Coffee Exchange Will Gamble in Sugar as Well as in Coffee.

The New York Coffee Exchange is about to introduce a plan by which raw sugar will be speculated in as well as coffee. There is no legitimate reason for the idea, as it is merely adding another gambling to which the Exchange is already almost solely devoted. Sugar speculation begins September 1. The present by-laws and rules governing transactions in coffee which do not conflict with the rules for trading in sugar shall apply to sugar in the same manner as to coffee. Under the new rules there will be one call for the purchase and sale of raw sugar daily at 11 o'clock, except on Saturdays, when the call will be at 10.30 A. M. Exchange hours for trading in sugar will be from 11 A. M. until 2.45 P. M., except on Saturdays, when the hours shall be from 10.30 to 11.45 A. M. All offers to buy or sell sugar for future delivery, unless otherwise specified, shall be understood to be for 50 tons, and offers to buy or sell in larger quantities shall be in multiples thereof. It is likewise provided that all trading in sugar for future delivery shall be in cents and decimal fractions of a cent, and no transaction shall be permitted wherein the difference in price shall consist of a smaller fraction than 1-100th of a cent per pound represented by such contract nor shall any additional money consideration whatever be allowed. After providing that all contracts made in sugar shall be promptly reported to the superintendent of the Exchange, the rules stipulate that either party to a contract shall have the right to call an original margin of from \$125 to \$250 for each contract.

The Subscribers Bargain List

Have You Got Any Goods You Don't Want?

Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch blades; size over all, 13½ inches; steel unusually good; handle is coccol wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 4, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A. No. in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 5 Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, 1 in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have a refrigerator, 57½ inches high, 1 inches wide and 25½ inches deep, ice capacity about 250 pounds, in good condition. Selling price, \$18.

Also 1 case of 64 5-cent packages of Miller's Lasting Starch, at 2½ cents per package; in good condition.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each.. \$5 80
3 Carnation Berry Spoons, \$1.75.. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40

5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 24.

I have on hand in good condition:—
5 cases Cake Mix, Oriole, cost \$1.30 per dozen.

3 cases Cruller Mix, Oriole, cost \$1 per dozen.

3 cases Biscuit Mix, Oriole, cost \$1 per dozen.

Will sell for cash, Cake Mix, \$1 per dozen, and Cruller and Biscuit, 85 cents per dozen.

J. WARREN FRAME,
West Chester, Pa.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEBERLEIN,
939 Broadway, Camden, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

6-oz. bottle, \$1.00 the dozen

11-oz. " \$1.50 "

24-oz. " \$2.00 "

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 8.40 | 8.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

Boots—Shoes—Findings

Southern Shoe Manufacturers Optimistic.

When John W. Craddock, president of the Craddock-Terry Co., the largest manufacturers of shoes in the South, with plants at Lynchburg, Va., and St. Louis, was in the latter city recently he said of general business conditions:—

I am optimistic over the future of business conditions in the United States. The big European war may have the effect of making this country the recognized world leader in finance, enjoying such prestige London has held heretofore.

With the precautionary measures that are being taken by the administration at Washington and leading bankers, there is no reason to anticipate a serious or prolonged monetary disturbance in this country.

If ample provision can be made against too much delay in the movement of our great grain and cotton crops to meet the European demand, I believe this country will enjoy constantly increasing trade both at home and abroad. The crop and business conditions east of the Mississippi and south of the Ohio River probably are better than in any section of the country. As soon as shipping can be furnished for our exports prices will rise again.

Neat Spring and Summer Footwear. Sample Lines Now Ready.

Manufacturers are now preparing their sample lines for next spring and summer, and they are now about ready to show the trade, although the road salesmen will not go out before September 1st, or perhaps later, on account of current business conditions. The models of Eastern origin will be mainly a development of this season's prominent sellers. The lasts will be neat and modest, according to the statement of recognized designers, as has been developed this year, when no handsomer women's footwear was ever brought out. Extreme and so-called freak patterns will be avoided, excepting for localities where such creations are in demand.

What are known as staple shoes—outside of the standards—are about relegated to the past. The public is divided into two classes respecting footwear—shoes for dress purposes and for special uses. Style value has been a growing factor in shoe merchandising for several years. This is true of both men's and women's lines. More novelties will be seen in women's shoes during the coming year than ever before. Style influence is more usually met with in the large cities, but it is spreading rapidly even to the smallest towns. This department has always upheld this contention, and the merchant who simply stocks up on "any old thing" makes the mistake of his life. A live wire knows better.

A Western manufacturer frankly says: "New York sets the pace—it is always a little ahead, and the New York styles of to-day have a decided influence on the accepted styles of the country at large to-morrow, with one

exception in recent years, and that is the craze in my part of the country for high toes and short vamps." The East preferred long vamps and recede toes, and this style for careful dressers now prevails everywhere, with the high toes popular, to be sure, but they are too conspicuous for all occasions.

As previously stated, color combinations and fancy patterns will prevail in women's boots, with brocaded cloth, suede and colored kid for quarterings, for the fall, winter and early spring. The button type of boots will be the recognized style. Patent or shiny leather will continue to be the leader in vamps, but dull calf and kid will also be employed to a great extent. The long vamp and recede toe will continue in favor, but two new lasts will be featured, namely, a short vamp with a slightly receding toe, and a new round-toe effect, which is a modification of the stage last. The square-toe French last was given a cold reception by dealers everywhere. The verdict being "they are good enough for old ladies, but not the stunningly dressed, smart young women with feet of a goddess," or words to that effect.

Colonial lines will be favored by New York (where is Chicago when trim shoes are under discussion?) for another season. Small dainty effects in ornamentation will be utilized, but buckles and other large decorations are passé in the metropolis. Sandal and other strap patterns, mostly button fastened, will have a prominent place in the spring lines. Heels will be high on all stylish models, the most attractive type being the Cuban-Louis or slight modifications.

In men's shoes the new styles have a tendency to novelties in patterns and color effects, but this kind the general merchant had best "pass up," as the sale will be negligible. A sample stock is sufficient for all purposes. Patent, dull calf and dark or mahogany tans will be the leaders which will be generously shown in low shoes. Bal lace patterns will be the model, but button shoes will also be shown. Panel effects and perforations will be popular for the extreme young men, especially in the new low cuts. Here again the general merchant may use his blue pencil to advantage. The new rubber, fiber, felt and white sole shoes will be shown. They were originally introduced for athletic wear or for dancing, but they have come to be used for general wear on account of their supreme comfort. They come for both men and women.

Material Lessening, Prices Advancing.

Shoe manufacturers specializing on women's fine shoes are on the anxious seat regarding their leathers, findings and incidental materials, the greater part of which has been purchased abroad. The American market can undoubtedly fill the bill, but these goods have been

ordered from Europe so long that custom has become a habit. At any rate, prices on these goods have had a sharp increase. It is said that unless foreign hostilities cease before long some of these manufacturers may be obliged to close down their plants.

Other shoe men entertain an entirely different view, one saying: "We should take an optimistic view of the effect of the war on the shoe industry of the United States. There will be a tremendous demand for American shoes from foreign countries as soon as we can safely ship them." A conditional order for several hundred thousand pairs of shoes for the French army was cabled a Brockton, Mass., manufacturer providing they could be ready for shipment in twenty days' notice. The order is still "in the air" for lack of capacity. These reports being considered from a domestic point of view, an advance in price may eventuate. Probably on the spring lines, though it will be resisted by the retail trade.

Dry Goods Notions Knit Wear

Wide Ribbons and Dark Shades in Vogue.

Ribbon buying is on a more generous scale than for some time, although the full fall orders for both jobbers and merchants will not be booked just yet. Estimates of widths are an important feature of the ribbon business now going on for the next season. Narrow widths, such as five and seven lignes, are being called for, and from that width the demand jumps up to 70, 80, 96 and 108 lignes. Ribbons of 108 lignes—about nine inches—indicate a sash vogue. In these widths there is a call for black satins, some moired and taffeta effects, as well as plain failles. Black moires will be strong next season. New effects in fancy moires, such as arabesque patterns, some of them in glace, are being shown for the new season. A new weave from abroad is appearing here, resembling rep; that is, with the cord running lengthwise. In regard to colors, the impression is established that the dark shades, such as crow blue, beetroot, dark greens and browns will be the fall leaders.

Cotton and Mohair Cloth in Great Demand.

It has already been noted in this department that the sale of men's lightweight fabrics for next spring's delivery has opened up an entirely new line of business. General merchants may not be so directly concerned, excepting those who handle ready-to-wear clothing. Possibly also the demand for these new fabrics will be reproduced in dress goods, as they usually are. All indications point to a change in men's attire that will make for greater comfort dur-

ing the heated period. In other words the men's wear trade is witnessing the most radical change in fabric styles that has taken place in years. These lines are made of cotton and mohair and cotton and worsted, the original cloth being sold under the name of "Palm Beach," and they are carrying everything before them for next spring in the primary markets.

Retailers who had hitherto boasted they handled only all-wool goods either have or will put in lines of cloth made of these cloths to meet the popular demand. They are so low in price that it is possible to make a suit retail at from \$8 to \$12, according to quality. The public demand this season for this merchandise has already grown astonishingly. Millions of yards of "Palm Beach" cloth have already been sold and made up, and instead of lessening, the sale is increasing. It is estimated that orders have been booked for cotton and mohair suitings for the spring of 1915 that would total 10,000,000 yards. As it takes three yards of 36-inch goods to make a coat and a pair of trousers, over 3,000,000 suits will be offered of this material next spring summer.

No Especial Uneasiness in Dry Goods Circles.

Reports from the primary markets are more or less reassuring. There seems to be no special uneasiness in evidence as might be caused by the European scrimmage; and alarmists, when they have a chance to "blow off steam" are "laughed out of court" for what are termed baseless and ridiculous fears and absurd speculative views. One authority says:—

Until there is some change from a deficit in the central banks, a reduction of the high rates asked for commercial accommodations and exchange, and a reasonable surety that money can be had for commercial purposes by those who are in fact in credit, most merchants regard the talk of the great uplift in trade as mere nonsense. The opportunities for business may be as bountiful as the dreams of enthusiasts make them, but if the machinery for doing business both at home and abroad continues out of working order it is useless to hope for much trade above the level of barter. Those who have cash can buy and those who need cash will sell. Those who hope to prosper in normal ways by using the machinery of credit and business are going to be kept waiting.

In consulting with merchants generally the "Modern Merchant and Grocery World" found this was accepted as the proper view by people in possession of sane minds and solid judgment. So far as the retail buyers of dress materials, cloths, silks, fabrics of all kinds were concerned, they did not believe there was any possibility of scarcity of either foreign or domestic merchandise. At the Clafin sale in New York last Monday retailers who were aware that many dry goods not come from abroad bought quite freely in these lines. In dress goods, domestics, prints and gingham, linens, knit goods, there was no special remark. Generally speaking, the dress goods

markets are firmer and higher prices are confidently expected. The minor merchants are expressing no anxiety.

Fall Silks and Dress Lengths.

With the stocks on hand of foreign silks—some little coming in yet—and the makes of domestic manufacturers increasing, fashion's latest word about fall silks are about as follows: Satins will be a very strong feature for the new season, capes and tunic dresses. Velvets will be much used for millinery and trimmings. Taffetas will be fashionable for dancing frocks and afternoon gowns. Crepes meteor and crepes de chene are as great favorites as ever. Also there are many weaves of black silks and satins and white silks to be used separately or in combination. Besides the foregoing, other popular silks in dress lengths for the coming season will include crinkled, canton and novelty crepes, brocades, moires, louisines, fourrures, fleur de soie, messalines, novelty and printed silks.

Mention of dress lengths is a reminder of the opposition which jobbers are expressing against their continuance in the trade. Ordering of dress materials in this form by merchants has led to abuses, of which jobbers have borne the brunt, and the question is now being considered how best to curtail their orders and still meet the wants of the retailer.

Western Traders Alive to the Situation.

It is conceded the daily newspapers are having the time of their existence over the European war with their fake tales and antique pictures of hostile armies. What is published one day is denied the next, with the result no absolute reliance is placed by business men on whatever they may print. This seems to be the feeling in the Middle West, according to advices from merchants, who are apparently not disturbed by any great measure by the "war or rumors of war" among the potentates of the effete monarchies across the water. This condition is, to some extent, reflected by Marshall Field & Co., Chicago, in their weekly review of the goods trade, who say: "General orders for merchandise are running ahead of the corresponding period a year ago. Retailers are making preparations for their fall openings and buyers have been in the market in good numbers from all sections of the country. The fact that the governments of Europe have taken control of all transportation lines which has put a stop to inland and ocean freights, will have the effect of soon exhausting the supply of all imported merchandise.

Were it possible to move ocean freights, the high cost of war insurance and exchange would prohibit further imports. Supplies of such items as table linens, kid and fabric gloves, hosiery and fine silks, fine embroidered handkerchiefs and Carmen hair nets will soon be depleted and it is feared that export orders for later delivery may be impossible as a result of the European conflict. Merchandise of domestic manufacture will be in ample supply at least

until such time as the stocks on hand of certain grades of wool and dyestuffs are consumed."

John V. Farwell Co. advise as follows: "During the past week the business map of the world has changed. The United States has become the center of the world's commercial activities, and a quick inventory of this country's resources and shipping limitations has been demanded. Merchants, keen to the situation, are protecting their own and customers' interests by covering their needs on lines of which the European supply has been so suddenly and unexpectedly cut off. Nearly every line in the wholesale dry goods field is more or less affected. Russia furnishes a large part of the flax produce. Ninety per cent. of the dyestuffs are made in Germany. France, Germany, Belgium and Austria are the countries of the kid glove industry. Germany is strong on textiles. Stiff advances in price on all imported commodities are inevitable."

Fall Styles and Fabrics. Increased Dress Yardage Popular.

The fall demand for fabrics, which had been confined to a few lines, has broadened very perceptibly of late. In addition to broadcloths, gabardines, poplins, serges and velours stand out more prominently. The belief is that anything and everything will sell. It is also plainer every day that now is the time for the general merchant to place orders. The styles of skirts and cloaks

has at last been decided upon. The latter are to be long, with sleeves to the finger tips. The former are to be fuller and will require from 20 to 25 per cent. more goods than last fall. The increased yardage, foreshadowed for several months, is welcome news to everybody in the selling line, including the retailer. Most of the dress goods houses are going to benefit materially, both on account of the lack of foreign competition and the increased use of dress fabrics.

Advances are being made by a number of domestic mills, and, of course, the wholesalers will promulgate a corresponding increase. General merchants are probably aware of this fact, or should be. The increased cost of production is set down as the moving cause; and that, with the promised scarcity of foreign goods, are sufficient causes. Popular priced French serges have been marked up 5 cents a yard, to be shortly followed by an additional 2½ cents. One large dress goods concern has advanced all of its products for fall on new business. Other houses, not satisfied with the prospects for next spring, will not announce their prices either to retailers, cutters or jobbers before September 1st.

Notions Market in a Ferment.

Elsewhere in this department the unfounded report concerning the problematical scarcity and alleged cornering of the New York market on hooks and eyes

and other notions is commented upon by a couple of prominent domestic manufacturers. They pronounce such an event as impossible. However, as notions are in a ferment on account of the across-the-water hostilities, the remarks of the "Journal of Commerce" are not amiss, and probably furnish a broader view of prevailing or pending conditions, as follows:—

It is evident the retail trade has been awakened to the dangers that lie in short supplies of many staple dry goods notions that are largely made abroad. There are some things that cannot be had from primary sources of supply for many months because of the disorganization war has already caused in Europe. There are other things that can be supplied from domestic sources.

D. M. C. crochet cotton is made in Muelhausen and is none too plentiful on the markets at any time. Just now the scarcity is acute and prices buyers are willing to pay have little or no relation to a declining cotton market or to anything save the actual condition of supply and demand.

Hooks and eyes, dress fasteners, snaps and the cube jet head pins so common in the retail stores are made abroad very largely and some of them are already so scarce that advances of 100 per cent. have been paid for regular assortments. Fine leather goods of all kinds are imported largely from different countries and there is little likelihood of the choice shopping bags, cigar cases, traveling bags, etc., coming along in a normal way for a long time.

Parisian ivory, or a product of celluloid, used largely in toilet articles, such as brushes, mirrors and boxes of many kinds, is not likely to be plentiful, as a great part of it is made abroad. Fancy linens in many forms come from France, Belgium and Austria, while the Plauen factories making ladies' neckwear are famous the world over and are not now in operation. Buttons of all kinds, glass, metal, bone and fancy materials, are made very largely in European countries, and the supply of these goods will be cut off short. In fact, there are some styles of buttons not to be had now and the demand has lifted prices to a ridiculous level.

Dress trimmings of many varieties are made in France and Germany. Passanterie, fancy braids, etc., not to speak of the fancy laces used almost exclusively for dress trimmings, are shut out. The demand for many things has become acute and there is no telling to what lengths it will go in the next few weeks.

Shrewd buyers have been scouring the markets for notions of every kind. As a consequence, such things as dress fasteners, clasps, hooks and eyes, braids and tapes are being advanced to new customers. Old trade who are not buying after the cautionary notices were given are being left to their own devices in obtaining this essential merchandise.

Fabric Colorings to be Supplied at Home.

Much is heard of the threatened scarcity of dyestuffs. It is true American cloth manufacturers have been obtaining the major part of their supplies from abroad because of the cheapness of the products, and neglecting to support domestic industries in the same line. The

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

result is always the same in such emergencies. Now they are realizing their folly. Merchants who buy the finished goods need feel no great uneasiness respecting the tales spread around to affect prices. At a meeting of the National Finishers' Association in New York Tuesday last, the dyestuff situation was considered. There is enough stock on hand to last several months, possibly longer, which means the completion of the fall and winter orders.

At the same time every possible encouragement is to be given to the re-establishment of dye manufacturing plants in this country. Several color companies here can readily change over their plants to supply satisfactory goods if there is inducement enough given them to make the investment required. This is pledged to the extent that when the foreign color companies are ready for American business again and are "hungry for orders" and are willing to quote any old price to capture the market once more, they will be handed the ice pitcher. Some of the trade-marked colors will soon be placed in a tight fix for lack of basic material.

Decided Change in Cloakings. Broadcloths Scarce and High.

A decided change has taken place in cloakings for fall. The styles announced in the spring as proper for the fall, running to fancy things, and which were so popular at the beginning, have suffered a blight. Staples are now en vogue, with zibelines and boucles prime favorites, and a continuance of the demand is counted upon. On this account many cancellations have been made on fancy coatings, and the wholesalers and manufacturers are therefore not in the best of humor. They come from the cutting up trade and not from the merchants, or there would be another story to tell.

When the styles referred to would not sell, a complete change of front was necessary, and this accounts for the rapid changes from which merchants are victims of the "sooner" crowd. Broadcloth suits and the long coats that will be worn are expected to militate against heavy outer coats and coatings generally. Zibelines and boucles are being advanced steadily. Broadcloths are scarce. One authority states that "never in the history of the trade has anything like to-day's broadcloth situation been known." The leading producers are reported sold up, and foreign goods are far from plentiful. Premiums are being offered for good domestic broadcloths for immediate delivery. Buyers have offered advances of 15 to 20 cents a yard to anticipate deliveries, but the propositions have been rejected, as all orders will be filled as originally booked. A German broadcloth has been advanced 20 per cent. on a comparatively small stock, not to be replenished until later.

Cornering Hooks and Eyes.—Domestic Makers Skeptical.

Some wild reports are being sent from various centers respecting the probabilities of obtaining stocks of minor notions—such as hooks and eyes, hair pins, etc. One of them coming from New York reads as follows, and appears in a

well-known Wall street publication: "The 5 and 10-cent stores report a rise in the price of notions, manufactured in enormous quantities in Germany. Hair nets have gone up 100 per cent. in price for the available stock in this country, while the entire supply of hooks and eyes has been bought up." Other items, including hats, etc., were included. But the most remarkable statement was about hooks and eyes, "the bulk of which or of the raw materials for their manufacture, come from Europe, have advanced in price."

When these "advices" were brought to the attention of the De Long Hook and Eye Co., they said: "There need be no worry on the part of any merchant about the supply of either hooks or eyes, hair pins or dress fasteners. There is no possibility of a short supply. The raw material is of domestic origin, and the report that it comes from Europe or that the finished goods were from the same source, and that they had been cornered, is absurd. There will be no advance in price, and even when brass, from which these notions are made, was three times its present price, the price was not increased. On the hooks and eyes question the merchant need have no uneasiness whatever."

The Yeiser Hook and Eye Co. also said there was no possibility of a corner being created, either from lack of raw material or otherwise, on these goods. The market was in a normal condition and would so remain.

Outlook for Fall Hosiery Stock.

The merchant in the small towns will have no trouble stocking his hosiery for the fall. Probably he will be obliged to cut off whatever foreign goods the orders for which have already been placed, as the deliveries will not be made. Hence American made goods, which the great majority sell anyhow, must be depended upon. One of the best known men handling hosiery in the primary markets said last week:—

What has been the effect of the war on the hosiery trade? For a few days after Germany had declared war there was an anxious feeling and a few requests to suspend action on spring orders, but this is giving way to a feeling quite the opposite. We will shortly see a merchandise "bear panic," the fear of an unprecedented shortage, which will greatly offset other influences. Germany is the great hosiery market for all the world, and there is no other source of supply except England, France, Japan and the United States. The production of the first three is barely sufficient for their home consumption.

The fact that importations to the United States will be suspended is the smallest factor, for the United States has been fairly independent of the foreign hosiery manufacturer, but within a few days there has already sprung up an active demand from new sources for export.

Well, then the war will be a blessing for the American hosiery manufacturer? I fear not. We can knit our hosiery, but what if we cannot dye it? Our dyestuffs come from Germany, the visible supply is almost exhausted and there is no other source. I need not tell you that a large proportion of the output is in fibre silk and silk, and these are made up largely from im-

ported material, and such a supply will be cut off in large part.

My firm does not sell the retail trade, but one of the largest importers of hosiery informs me that his customers are telegraphing for immediate delivery of foreign goods that are not due until the fall.

While the foregoing hosiery expert points out the weak points in the current market for this class of merchandise, the obstacles, in many instances, are being overcome. The merchant, however, if his order is not in already, should delay no longer. The well-known brands are all made here, and as the largest proportion of sales are in these goods, neither shortage in supply nor increase in price may be looked for by the dealer.

Hardware Tools Specialties

Guide for Selecting Paint. Humbug of Certain "Guarantees."

Quality in ready-to-use paints is not established by the so-called "guarantee" of the retail mail order houses, no matter how strongly they may emphasize this point in their often delusive catalogue deliverances. Investigations by paint manufacturers along analytical lines, and the sad experiences of the consumer have proven this time and again. The "Modern Merchant and Grocery World" has also made it clear in this department that merchants handling a line of paints, in order to stock the reliable, dependable kind, should purchase such brands as have been made known beyond the peradventure of a doubt, not only to the public, but also to the trade, the regular channel of consumer distribution. On the selection of paints, the chicanery practiced by mail order houses and cognate matters of interest, the appended letter, from one of the leading manufacturers, is illuminating:—

New York, July 30, 1914.

To the Editor.

Dear Sir:—We beg to submit that the absence of any simple and certain test for the true quality of paints makes it just that much easier for the purveyor of inferior goods to push his way into the market under false colors, and reap exorbitant profits, even at low prices; all, of course, at the expense of the consumer.

It is quite certain that "neutral oil" (a name which sounds more attractive than "mineral oil") would not be used in making paints or putty if it were not much cheaper than linseed. Concerning its effect as a constituent of paint, it is a question whether plain water is not less harmful, and while the deleterious effect depends much on the quantity present, both these substances are decidedly out of place in a standard paint; they are used merely to reduce the cost of production, and with an unscrupulous disregard of the efficiency of the product.

Realizing the impossibility of detecting, by mere inspection, the inferior grades of paint, the consumer should by all means take the trouble to get reliable information from reliable people. So far as we are concerned, we make this easy by attaching a formula label to the package and the information so afforded to the consumer is both accurate and reliable.

The modern paint manufacturer with a chemical laboratory at his disposal, can guarantee the quality of the material, and can guarantee the proportions, but he cannot consistently guarantee the time the paint will last; for that depends so much on local conditions that a paint lasting ten years in some places may not last longer than two years under very severe conditions. Nevertheless there are mail order houses which apparently do not hesitate to guarantee their paint for five years, although their product is so very inferior that it could not be expected to give even one year of effective service, even under favorable conditions. How do they do it? The answer seems to lie in the long list of formidable questions to be answered by the consumer when he attempts to "collect" on the guarantee.

With an extensive set of directions on the package for applying the paint, it is easy, six months after, to ask if the directions were complied with in detail; and there isn't a reasonable chance in the world that anybody connected with the job will be able to remember every little detail and answer correctly; and, of course, if all directions were not followed, why then the guarantee cannot be expected to hold. This sort of confidence game is quite universally successful.

The consumer is always safe in buying straight linseed oil paints, and unsafe in buying anything else, unless he knows by ample experience just what he is getting. Much might be said on this subject, but after all, the great need is to spread throughout our more remote and less critical district the information freely furnished by the reliable manufacturers, nearly all of whom are advertising the facts as extensively as the exceedingly small and insufficient profits on high-class paints will allow.

Thanking you for this opportunity to express our thoughts on this subject, we beg to remain,

Respectfully yours,

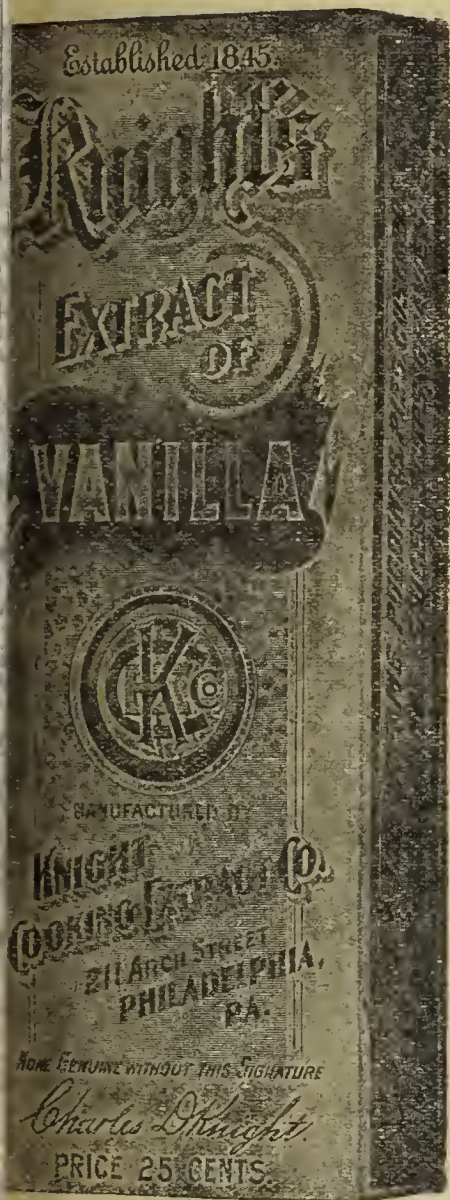
JOHN W. MASURY & SON.
W. P. Leeman

From the above it may be gathered that some paint manufacturers who are known to the trade in a small way get that!—are using neutral or mineral oil as a solvent and body in their product. It would be a benefit to the trade if their names were made known. The "Modern Merchant and Grocery World" will do its part in the good work if it straight, reliable, dependable information is given for whom it may concern.

Government Brings More Coffee Fraud Cases.

Charged with violating the pure food law, Peter J. Shannon, of Peter J. Shannon & Co., 110 Front street, and William L. Mitchell, of Mitchell Bros., Front street, New York, were arraigned before the United States District Court last Tuesday and released in \$2,000 each. It is charged that they shipped a consignment of Caracas coffee to Milwaukee under a brand which stated that coffee was grown in Bogota.

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. “Knight’s Cooking Extracts” is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight’s Extracts we need pay nothing more to you; if you don’t, we want one order from you—we are sure of more. You are certain of their absolute purity and good profit.

KNIGHT’S
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

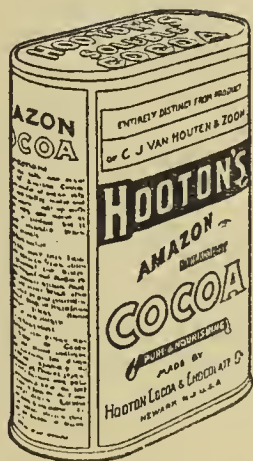


Babbitt's Best Soap

“BEST SINCE GRANDMA’S TIME”

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT’S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.
NEW YORK CITY



Salesmanship That Pays

Won’t lots of your customers buy whatever you recommend to them? Of course they will. Just get them to try Hooton’s Cocoa and they’ll not only keep on buying it, but they’ll be glad you called it to their attention. In a 10c. can of Hooton’s Cocoa they get *more* and *better* cocoa than they can buy under any other brand at the same price. In the half pound can they get two and a half times as much cocoa, but don’t have to pay two and a half times as much for it. Write for particulars of our special “introductory offer”: it means “*more business*” for you.



What This New Plan Means to You

The core of our plan for our **Standardized Coffee Blends** is that we keep our blends absolutely and positively uniform from one year’s end to another.

How? Simply by an unprecedented amount of labor and care. Grades must match even if we have to go through the market with a fine tooth comb. But think of the enormous advantage of this, both to us and to you. We can sell you, and you can sell your customers, the same coffee-to-morrow and forever. Not “almost” the same, or “about” the same, but *the same*. Nothing so binds a customer to you as uniformity. We are finding that out, through these Standardized Blends, and so will you if you will adopt them.

Have you seen samples yet?

William B. Harris
Company
65 Front Street
New York City

WILLIAM B. HARRIS, President



CCLXXII.—Don't Bank on Prices Made by Salesmen or Agents Without Confirmation by the House.

Not long ago a certain wholesale buyer was visited by the salesman of a manufacturer. The buyer was interested in a certain line which the salesman showed, but objected to the price. After some discussion the salesman, without obtaining authority from his house, reduced the price, and the buyer made a contract with him, at the reduced price, for a considerable quantity of stuff. Almost immediately the market began to advance. The buyer, believing himself covered, bought no more, and furthermore went out and sold to his trade, for future delivery, practically all he had bought, at a price based on the figure named in the contract. Meanwhile the market continued to advance steadily until it was 40 per cent. above the starting point.

When the buyer forwarded his first order as against the contract made with the salesman, the latter's employer promptly repudiated it on the ground that the salesman had no right to reduce any price. The buyer found himself with no goods, with the market 40 per cent. higher, and with good valid contracts made with his trade at about 15 per cent. below the then first hands market.

The moral is not to bank on any special price made by a salesman or agent until the house confirms it. Keeping this in mind will save both money and convenience.

Not long ago the salesman for a Chicago packing house went to a wholesale dealer and offered some hog casings at a certain price, to be delivered within sixty days. The goods were described as "40 per cent. salt." The jobber was not satisfied and he finally induced the salesman to take an order and to note on it "40 per cent. off for salt." Since the former notation "40 per cent. salt" took nothing off for salt, the second one meant reducing the

price 40 per cent., or practically half.

When the order reached the packer the clerk who handled it made the mistake of filling part of it at the cut price and billing the jobber at that figure. Almost immediately, however, the house discovered it and notified the jobber, who refused to pay the proper price and demanded delivery of the balance of the contract. This was refused, and the jobber went into the market and bought an equal amount, promptly suing the packer for the difference between the price which he paid and what he contended was the price the agent had made. The case was heard before a jury and a verdict rendered for the defendant, that is, for the packer. It was appealed, and the higher court decided that the packer was not responsible for the jobber's loss, for the reason that the agent was not shown to have had a right to cut the price without authority from his house. The case is exactly in point with the typical case cited in the first paragraph—here is this buyer, with no goods except what he bought at a higher price, and with the expenses of this lawsuit to pay. All he needed to have done to save himself all this was to ask the house for confirmation of the reduced price before he depended on it.

Where a salesman cuts a price, the employer will be bound by the cut only when it can be shown that the salesman either had express authority to make it, or that making it was within his implied authority. Many cases hold that a salesman who goes out to sell goods at prices which are of course given him by his employer, has no implied authority to change those prices and if he does so the employer can repudiate his act.

In the hog casings case the law on this point was thus stated, and it is easy to apply it to many other cases which are daily transpiring or which could transpire:—

There was no evidence to support the conclusion that the appellee (the packer) had ever agreed or intended to agree to any such contract. The purchaser knew the agent had no authority to fix the prices and terms for such a contract, and that such terms and conditions would have to be made by the principal in Chicago. They knew that the principal had made a proposition, had reduced it to writing, and it was before them, and they perfectly understood its import and meaning. They had no right therefore to rely on the act of the agent, which worked such a radical change in the proposition made by the principal as we have already noted. The evidence was entirely wanting to show any meeting of the minds of the parties on the terms and conditions of the alleged contract. On the contrary, it clearly showed there was no such concurrence of opinion, because while the principal was offering in writing to sell goods at a fixed rate per pound, including salt up to 40 per cent. of the entire weight, the purchaser and the agent, who avowedly had no authority to make prices, so manipulated that proposition as to practically cut the price in two. It is not necessary to cite authority to show that neither in law nor in equity could such an injurious contract be fastened upon a principal without his knowledge or assent.

A very large number of cases, which are regularly occurring without apparent diminution, show that there is amazing looseness in buying goods from salesmen or agents. As a matter of fact, a salesman may have no authority from his house to name even the first price he offers. That price may not be the price he was authorized to name at all. It is impossible to tell what a salesman's authority is, but before any harm is done it can always be tested by asking the house to confirm it.

Of course there are cases where a salesman names prices or changes prices, and where his work is repeatedly accepted and affirmed by his house. Where there is a course of dealing like this, the house will

not be permitted to suddenly repudiate a price, made by the salesman which does not suit it. The court in all such cases has said: "By your conduct you led the people who bought from your salesman to believe that he had authority to make prices. Now that you have educated them to depend on that, and they have depended on it, you will not be allowed to say, as to this particular price, 'the salesman had no authority to make it.' Your previous conduct has cost you your right to take that position."

(Copyright, August, 1914, by Elton J. Buckley.)

Question: E. H. Van Camp, Port Byron, N. Y.—I have a few accounts on my books that I have been unable to collect. Will you kindly advise me how to proceed to collect same when the parties are working and getting a regular weekly salary. Does the account have to be over a certain amount and does it have to be put into judgment before I can attach his wages?

Answer.—In New York State you should enter suit against the debtor and get judgment. You can then attach his wages in excess of \$12 per week. You cannot attach wages until you have obtained judgment.

Question: H. F. Snader, Adams town, Pa.—A young boy, minor, caught me for \$1 worth of pigeon feed. He promised to pay in a few days, so afterwards sold his pigeons and balance of feed on hand. He has promised quite often to pay me, but has not done so yet. It is not a great amount, but do not want him to beat me. Will try and collect if I can though it costs me the dollar. How can I do it?

Answer.—You can't. A minor is not responsible for such contract as this, no matter how much he or his parents may happen to be worth. Get him alone some time and have a plain talk with him. Ask him if he wants to begin his career this early by beating you out of a dollar. You might also see his parent about it. That is all you can do.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letter should be received at this office no later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Alleged Cantaloupe Trust Indicted at Government's Suit.

The Federal Grand Jury, sitting in Chicago, has ended its investigation of the Western Cantaloupe Exchange, with the return of the indictments against eleven corporations and 28 individuals. The indictments charge violation of the Sherman Anti-Trust Law, illegal control of the product and the fixing of prices. Each indictment is in eight counts. The first three deal with the organization of the Exchange in Chicago in August, 1911. The fourth count outlines the alleged working agreement said to have been in effect between the producer and the distributor. Conspiracy in restraint of trade is charged in the fifth and sixth counts and a monopoly of the business is charged in the last two counts. Testimony tending to show that the Exchange controlled the production and sale of almost three-fourths of the cantaloupes grown in the United States was presented to the Grand Jury. It was asserted that melons were left to rot on the grounds to keep prices up. The corporations named in the indictment are: The Western Cantaloupe Exchange, Lyon Bros. Co., of New York; Miller-Cummings Co., of New York; Lyon-Coggins Co., Pittsburg; M. O. Coggins Co., Pittsburg; The Mutual Distributing Co. and the United Marketing Co., of Los Angeles. Individuals indicted are James Stapleton Crutchfield, Pittsburg, president of the Exchange; Clifford A. Coggins and C. Swift Bollens, Pittsburg, president and secretary of M. O. Coggins Co.; Adolph Wy, San Francisco, president of the Mutual Distributing Co.; Alexander Frachan, Los Angeles, secretary of the same company; Robert B. Woolfolk, Pittsburg, of Crutchfield & Woolfolk; Walter B. Hovley, Brawley; Samuel Y. Lee, Pittsburg, general manager Lyon-Coggins Co.; Charles E. Virden, Los Angeles, president; Edwin S. Armstrong, Philadelphia, vice-president; Arthur M. Klein, San Francisco, treasurer; and A. G. Kohnhorst, Brawley, general manager of the United Marketing Co.; Ed. Brennison, Buffalo, and Luis M. Siegel, San Francisco, directors of the United Marketing Co.; Stephen A. Gerrard and Virgil M. Gerrard, Cincinnati, members of S. A. Gerrard & Co.; Duncan Campbell and A. W. Phelps, Los Angeles, members Duncan Campbell & Co.; Arthur Miller, New York, president Lyons Bros. Co., and Miller-Cummings Co., Cecil H. Cummings, Boston, director Miller-Cummings Co., and the following Chicagoans: Frank E. Wagner and William L. Wagner, of G. M. Wagner & Son; Charles H. Weaver, Charles A. Weaver, L. Bernard Zilberne, William F. Morpf and Ira Edge Hale, members of C. H. Weaver Co., and Joseph Friedheim, president Friedheim & Co.

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio



Fifty-six Years of Continued Endorsement by the Consuming Public

BORDEN'S EAGLE BRAND CONDENSED MILK has been famous since 1857 for its QUALITY, ABSOLUTE PURITY and CONVENIENCE to the housewife. Its popularity has never waned, and the prestige enjoyed by the quality and purity which has been maintained through all these years, coupled with the heavy advertising, is a constant stimulus for increasing sales. You will find BORDEN'S BRANDS easiest to sell and the most satisfactory to your customers. All of BORDEN'S BRANDS, both sweetened and unsweetened, are made from the highest grade raw milk by the most modern method of manufacture, and are guaranteed ABSOLUTELY PURE.

BORDEN'S EAGLE BRAND CONDENSED MILK is an *ideal infant food*, being rapidly and completely digested by the delicate infant stomach, and affords the greatest amount of nourishment with the least amount of work. It has furnished rosy health to more babies than all the other infant foods combined. Mention this important fact to your customers who have babies, impressing upon them at the same time that EAGLE BRAND CONDENSED MILK has no superior for table and general household purposes. BORDEN'S PEERLESS BRAND EVAPORATED MILK is extensively used for cooking for whatever purpose ordinary milk would be employed. Display BORDEN'S BRANDS on your counters and you will be sure of STEADY SALES and SATISFIED CUSTOMERS.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We always like to sell BORDEN'S BRANDS because we never have any complaints about them. We guarantee every can but nobody ever wants their money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



What to do About Complaints.

I picked up a trade paper in a customer's store the other day, and the first thing I turned up was a beautiful piece about how a fellow with a store ought to handle complaints that came in over his counter. For instance, if a woman came in and kicked because the roast she got last Saturday turned out to be cut off the neck of an automobile tire, what he ought to do to smooth her down without giving her a deed to his store. Oh, it was a beautiful piece! I suppose the fellow that wrote it maybe looked in a store once or twice—maybe he'd even bought gum in one, but as to his really being in the business, no, I'll bet a whole dollar he ain't, because a fellow really in the business—I'll say that again, a fellow really in the business—knows that you can't sit down and write how to tend to complaints. You've got to tackle 'em when they come in, and there ain't any way of handling 'em that will apply to 'em all alike. What you can do with one you can't do with another. You know that, and I know it. Everybody knows it but these fellows who write pieces for the papers out of their own heads.

This fellow that wrote the piece I read sure had it fixed up nice. He put the plumb words a storekeeper ought to say to a complainer, right in your mouth. I can't remember very well exactly what the words were—neither could anybody else, take it from me—but he had some easy, natural speech like this, as near as I can remember: "My dear Mrs. Jones, I regret exceedingly that you should have been caused any annoyance. The fault was entirely ours, and I regret exceedingly that you should have been caused any annoyance. I cannot possibly see, my dear Mrs. Jones, how it could have happened, and I regret exceedingly that you should have been caused any annoyance. Certainly we will adjust the

matter, Mrs. Jones, certainly we will, and I regret exceedingly that you should have—"

Just then Mrs. Jones is supposed to climb down from her perch and order five cases of 60-cent soup sent to her house every day for the next twelve years, paying for it in advance.

Piffle and pooh!

D'ye know, the worst kind of a coward a fellow can be, the way I look at it, is to own up to a customer that he's wrong when he ain't. Lying, that's what it is, and lying for money, too, because the only reason he does it is so's he'll hold trade. It's a mighty pinty thing to do, if I know anything about it.

I said all this to a fellow with a big store the other day. We were chewing this thing over and he owned up to me that time and time again he'd taken blame that didn't belong to him.

"Why?" I said.

"Because they were good customers and if we fought with them we'd lose their trade."

"Did you know sure you wasn't to blame?"

"Oh, yes, we had proof. Time and time again."

"But you didn't have to fight with 'em, did you?" I said; "couldn't you hold up your end without getting people sore?"

"With women?" he said, "no, you can't. I'd sooner argue with a cow. Oh, it wouldn't pay at all. We don't lie down right at the start, you know. If we have any come-back, we start to make it, but if we see the customer's getting sore, we lay right down and shoulder it. It pays in the long run."

"You're a plumb coward," I said. (I'm bigger'n him.)

"Sure I am," he said as cheerful as all get out. "I have to be if I want to stay in business."

Is he right about that? Does he? Ain't there anybody in the world that'll own up when they're wrong? Is everybody all the time trying to slime out of what they do and put it onto somebody else? Is everybody who buys our goods so pisen mean that they'll take their trade and go home unless the storekeeper shoulders blame that belongs to them?

By gum, if this is all true, it's a punk world, and I dunno but what I'll commit suicide, maybe day after to-morrow.

I own up it takes nerve to stand up before a huffy woman—a good customer—member of a bunch of societies, maybe—with a lot of friends—mad and unreasonable as a sore toe, and face her down when she's trying to put something up to you that's really up to her. We all have these things—I have 'em in my business, you have 'em in yours. When you see a good slice of trade dropping away, and a fight on your hands, and a tonguey woman starting out to do you up, and when maybe two or three words and a little money loss would fix it up all right, I say again it takes a nerve to stand there. I ain't sure I'd have the nerve but I'm sure I ought to have it. I'm sure of this much, too—that I'd have the nerve if I had the only store in town and there was a law putting anybody in jail that went out of town to buy goods. Gee whiz, but what a peach of a cinch that would be, wouldn't it? If I had a place like that I wouldn't even take the kicks that belonged to me. If anybody had the gall to blow because I sent 'em tough meat, or green tomatoes, I'd insult 'em, and if they so much as peeped I'd break every bone in their durned bodies. Gee, I wish I could get in a butter tub like that just for one month! If I wouldn't get back for all the mean smears

that have been put over on storekeepers!

But that's a pipe dream and in minute it'll be gone. There ain't any butter tubs and there ain't a cinches. Here's just me blatherin' away about something that I can't help, and you fellows, who have to take life as it comes. I'm going to say again that we all as business fellows ought to stand up for what belongs to us, and we ought not to let customers put their own blame over on us? Wake up now—evenness fellows, stand up for what belongs to us and say no when customers try to put their own blame over on us? Wake up now—evenbody vote.

The noes have it—begob, unanimous.

THE STROLLER

Pennsylvania Organization Notes.

The Verona and Oakmont merchants held a very successful picnic at Kennywood Park on August 4th. One of the inducements to a big attendance was that those arriving at the starting point between 9 to 10 A. M. were carried free.

California (Pa.) merchants held a successful and largely attended picnic at Kennywood Park on August 4th. A big crowd was present and the programme of sports was a good one.

Johnstown merchants held a picnic at Lenape Park on August 4th. Most of the stores in town were closed.

The Penn Traffic Co. gave a picnic to its employees on the same day.

Blairsville merchants held a meeting preliminary to organization on Friday, August 7th. George McGarry, secretary of Johnstown Merchants' Credit Bureau, was present and made an address.

Mr. Smedley addressed a well-attended meeting of the Business Men's Association of Armstrong County on August 4th. This organization has joined the State Association. President McCusker and Secretary D. A. Held are being financially supported by the merchants comprising the organization, which includes the merchants of Kutztown, Pottsville, Reading, Schuylkill, Berks, and Lehigh counties.

cGrann. The association has a good collection system and we present a most prosperous organization.

Mr. Smedley addressed the members of the newly-formed Merchants Credit Bureau of Johnstown, Pa., at an evening luncheon held at the "Cannery." Covers were laid for 50 and the places were nearly all taken. President Reiser and Secretary McGarry had charge of the meeting. This association numbers nearly 175 members and is still growing. It is a live wire association and, although started primarily to regulate credits, will branch out and assume all the functions of a regular merchants' association.

Merchants of St. Clair will organize on August 19th. Mr. Smedley will be assisted in the organization by Secretary Knapp, of the Pittsford Association, and members of both associations.

South Fork merchants held a big celebration on August 6th. This was in connection with the Firemen's convention.

All indications point to a real convention of retail merchants at Philadelphia on September 7th, 8th, 9th and 10th.

New Jersey Chain Store Concern in Financial Trouble.

The Peerless Grocery Co., which started out 16 months ago to plant a chain of grocery stores in Eastern New Jersey has struck the reefs of financial trouble. During the week the judge of the Federal Court of Newark appointed Harry Keeler, receiver of the concern, on petition of some of the best creditors and authorized him to take over the 23 stores already established and to make plans for reorganizing the business. The Peerless Co. was managed by George Murphy, best known for many years as a prominent salesman for Austin, Nichols & Co. Mr. Murphy and certain associates organized the Peerless Co., and it is understood secured the actual investment of about \$50,000. In all 23 stores were opened in Newark and vicinity and were planned. Some of them proved to be badly located and though business was done on a cash basis, there were streaks of bad trade of late which left the concern short of ready money. When maturing obligations loomed large, three of the largest creditors—Austin, Nichols & Co., Francis H. Leggett & Co. and the Meyer Carmody Import Co.—were called in for a meeting. This resulted in a decision to ask the appointment of a receiver to protect all creditors alike.



A SPLENDID SELLER

Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between POWDERED and FINE GRANULATED and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in FRANKLIN CARTONS, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. DESSERT AND TABLE is one of the best sellers in the whole line of FRANKLIN CARTON SUGARS.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER

Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

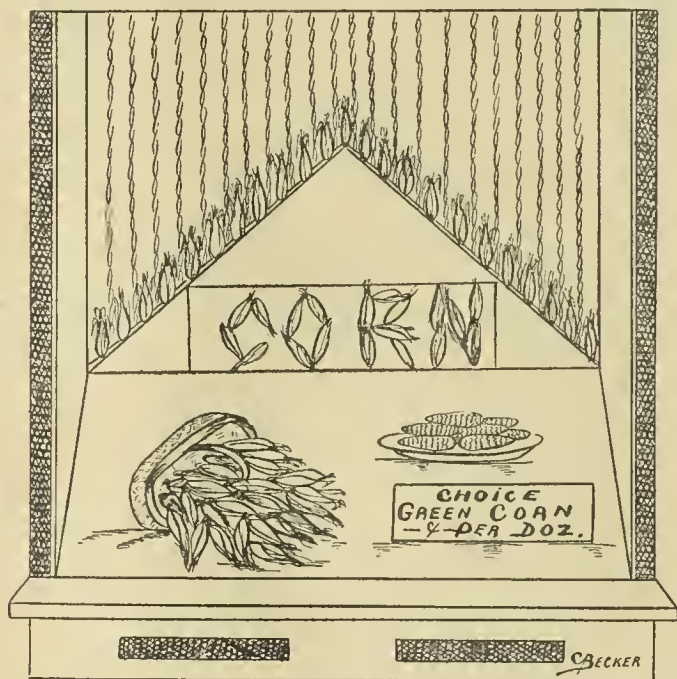
This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Two Seasonable Trims.

No. 1.

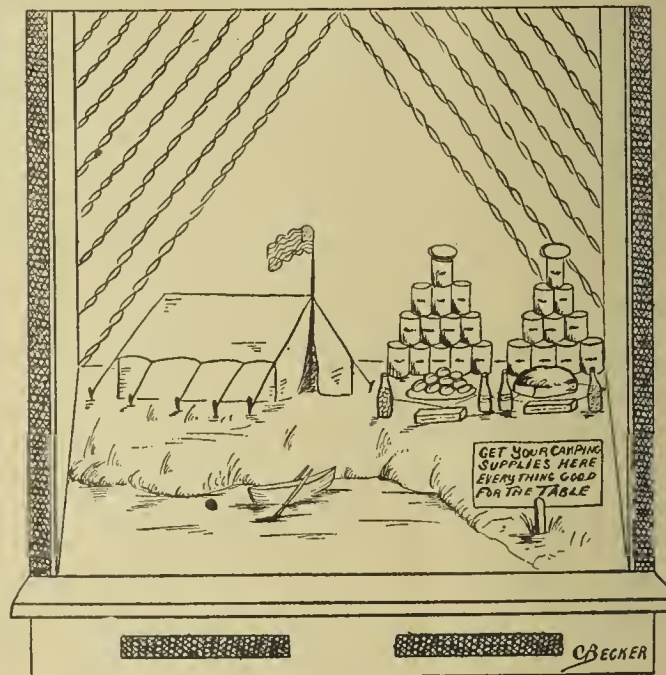
The illustrations suggest two good window displays suitable now. Green corn is coming in plenty and good, so have a trim of it and increase your sales. To arrange: First cover the bottom of the window with white crepe paper. To the left place a large chip basket, and place some green corn in it and over the bottom of the window, just as though the basket fell over and the corn



rolled out. In front, on the right, place a neat sign card, also stating selling price per dozen. Back of this, on a large platter, place some cleaned ears, as though ready to serve. Now arrange the background. Get two strong narrow sticks and drive them full of wire nails, with the point or end of the nail about two inches at least out of the other side of the stick, place them about four inches apart. This done, cover with white crepe paper and nail in place, as illustrated. Give it support in the center by suspending a wire from the ceiling. Force a nice ear of corn on each nail, place the sticks in a manner so the ears stand upward. Fasten some narrow twisted strips of the white crepe paper between each ear and the ceiling. Cover a board with white crepe paper and place ears of corn in this to spell the word "corn;" fasten this under the arch at the bottom of the window.

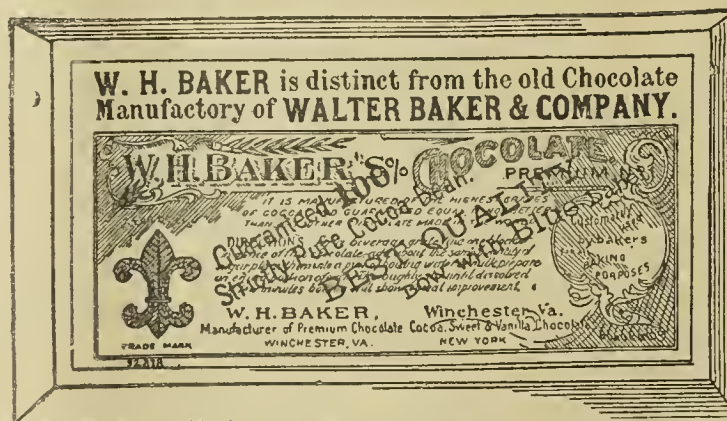
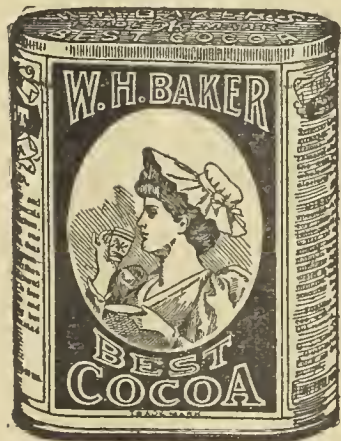
No. 2.

Camping parties are popular now. Make a neat window display like and suggest to the prospective parties all the good things you can supply. To arrange this display: First have your tinsmith make you a large pan 3 feet long and about 18 inches wide, with sides about three inches high. Paint the inside green, and when dry place in the window at the front. Place boards on the bottom of the window, to be on a level with the top of the sides of the pan. Cover with fresh moss or sod. Take care and cover the rim of the pan well, as it will look better if the moss goes partly in the water. Place a little toy boat in the water at the bank. To the right place a sign board with wording like cut. Now arrange your tent; make this of white muslin or duck. It should be about 12 inches high and about 14 long; a few thin sticks will do for the frame of it, over which it will be easy to tack the goods. Place a tiny little pole in the center in front, with a flag on top. At the



on the left, place one or two cans of any one kind of vegetables and fruit, some bread, cakes, catsup, olives, sauce, pickles, crackers, etc. Place at the rear corners at the top with twisted strips of red, white and blue crepe paper. Of course, the tent and the pan representing the lake can be made much larger for very large window.

W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

United States Serial No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

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Federal Agents Hunting Illegal Food Combines all Over the United States.

Interview Producers, Wholesale and Retail Grocers as to Reason For Many Advances. Meat Men Say Scarcity is Their Excuse. Philadelphia Association Demands Stoppage of Food Exports.

The Federal probe into advances in food products is now under way in all parts of the country, although no conclusions have been announced as yet. The probe was started by a letter from the President to the Attorney-General, asking him to assign special agents to make investigations all over the country to learn whether there was anything illegal about the rapid advances in many foreign and domestic food products since the war. The Attorney-General at once started the machinery of his office and obtained the aid of the Department of Commerce, which promptly issued the following instructions to agents in all large cities:—

You are instructed to inquire immediately and carefully whether there has been a recent rise in retail prices in your city and vicinity, and if so on what articles and to what extent. Special attention should be given to foodstuffs and articles of clothing and other necessities. Learn whether the advance, if it exists, is general or confined to particular commodities, and if so what ones. Find if it has been sudden or gradual. If any articles have fallen in price, state the facts concerning them. Learn what reasons are given for any advances that may have occurred and inquire particularly as to whether such reasons are the actual ones.

Give special care to determining if there has been any advance due to speculation, either on the general war situation or on the temporary delay in ocean transit. Consider whether a fair stock exists or is available of any commodity that may have advanced and whether the facts show a purpose to use the war situation to secure undue extra profits by increased prices. Study to learn if any combination exists for the advance of prices under existing conditions.

When the facts shall have been determined sufficiently to give a clear idea of the general situation report them promptly to the chief of the Bureau of Foreign and Domestic Commerce and continue the inquiry subject to his instructions.

For the last week or so agents of both Governmental departments have been questioning producers, packers, manufacturers, wholesale and retail dealers all over the country as to the reason for the advances. A number of them have been circulating among Philadelphia wholesale grocers during the week, and got a lot of information

out of the Philadelphia Retail Grocers' Association.

There have also been boycotts started in several parts of the country, but like most boycotts, none of them have amounted to anything. Food prices are still high, though a few—coffee, flour, and in some sections meat, have declined somewhat during the week. These declines, however, are probably only temporary, for foreign shipping is certain to be reopened shortly, and with this will come a quick and large demand for our products. This will give the holders their only legitimate reason for advancing prices—a reason they have not had up to this time.

Touehing the advance in meat, the packers and their representatives have made a number of statements claiming that the sole cause of the advances is the scarcity. J. Ogden Armour issued the following statement:—

The fluctuations of the past few days have come from extraordinary conditions that speak for themselves. These conditions have been the scarcity of livestock, which has been growing steadily more acute from month to month, plus the utterly unexpected disturbances in Europe. But the sky is clearing. We are little by little, and day by day, getting back to normal. We will get there faster if we avoid hysterics.

During the last two weeks Armour & Co. have killed fewer hogs than during any similar period since we have been in business. Our Chicago plant has a killing capacity of more than 60,000 hogs a week; last week it killed only 5,024. Kansas City has about the same capacity, and killed only 2,012. Our East St. Louis, Fort Worth and St. Joseph plants killed respectively 504, 783 and 595 hogs.

The nine Armour plants killed only 14,738 hogs last week, against 70,338 the week before the war. They killed only 17,512 cattle last week, as against 21,836 the week before the war, and only 30,334 sheep last week, as against 46,395 the week before the war.

Morris & Co. issued the following:—

The receipts at Chicago, Kansas City, Omaha, St. Louis, St. Joseph and Sioux City so far this year have shown a decrease of 528,000 cattle and 1,339,000 hogs, as compared with the same period a year ago.

Figures gathered from Kansas City, Chicago, Omaha, St. Louis,

St. Joseph, Fort Worth, Oklahoma City, Wichita and Denver show that there has been a decrease of 144,081 cattle, or 19.10 per cent.; of hogs, 268,924, or 19.70 per cent.; of sheep, 112,248, or 12.33 per cent., for the month of July, as compared with the receipts for July, 1913.

The Philadelphia Retail Grocers' Association last Monday evening adopted resolutions calling on the President to stop, through the passage of a suitable act, the exportation of food products from this country. This in order to conserve our own supplies and prevent holders from putting supplies away in order to hold for the high price which is expected to follow the war. This suggestion has come from several quarters, but there is a grave question whether it can be done under the provision of the Federal constitution, which forbids the passage of any law forbidding exports from any State. The Philadelphia resolution is as follows:—

Be it Resolved, That we urge President Woodrow Wilson and our National Congress to take immediate steps to at once prohibit the exportation of foodstuffs until such time as normal conditions shall again prevail; and be it further

Resolved, That we recommend that all boards of trade and exchanges, where options are bought and sold for speculative purposes, be closed, excepting for transactions of buying and selling for actual delivery.

On the following day Representative Vare, of Philadelphia, introduced in the National House of Representatives a bill forbidding food and other exports from this country under certain conditions. The text of the bill follows:—

Be it enacted, etc., That the Bureau of Corporations of the Department of Commerce is hereby directed to ascertain without delay the character, extent and volume of contracts now in effect or hereafter to be entered into by citizens of the United States for supplying foodstuffs, clothing, footwear, arms and munitions of war, and other contraband or conditional contraband of war to nations now engaged in war and to the citizens or subjects of such nations, and to report such information in detail to the President of the United States.

Sec. 2. That whenever in the opinion of the President of the United States the exportation of such supplies in executing said contracts the market price of said materials is unduly enhanced in the United States, or is liable to be unduly enhanced, he is hereby authorized to prohibit the exportation of such supplies in whole or in part, for such time as he may determine; and it shall be unlawful for any citizen of the United States to export said supplies from and after the date of the proclamation of the President prohibiting such exportation, and any person violating the provisions of this act and of the proclamation herein authorized shall be deemed guilty of a felony, and upon conviction thereof shall be punished by a fine of \$1,000 or imprisonment for

one year, or by both such fine and imprisonment.

Post Office Department Says It Can Ship Most Perishable Food Products Safely by Parcel Post.

Experiments With Butter, Strawberry Cherries, Lettuce and so on. All Carry Well, But Care is Required.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

August 20, 1914.

The Post Office Department has made some interesting experiment with shipping highly perishable food products by parcel post. Extensive experiments in the shipping of butter by parcel post have been under way for a number of months. No shipments of less than 2 pounds are made because of the relative greater expense incident to the shipment of single pounds. It has been sent in 2, 3, 5 and 10-pound parcels, not only from the creamery at which it was produced to the office in Washington, but from Washington to experiment stations throughout the country for examination there and subsequent return. The butter used has been all put in 1-pound prints, wrapped in regular waterproof butter paper, and placed in paraffined paper cartons such as are most commonly used in the distribution of fancy creamery butter. These cartons are then inserted into corrugated pasteboard containers suitable for accommodating the differing amounts to be shipped, and wrapped with good wrapping paper.

Under ordinary weather conditions practically no difficulty has been experienced in the shipment of butter. The chief problem to be solved, of course, is to prevent the butter from liquefying; mere softening has not proven injurious. The difficulty is somewhat less acute in cold weather than in warm. However, the fact that mail cartons must be heated in winter, and that this is accomplished by superheated steam pipes located along the outer walls of the car and behind the mail sacks, tends to make the problem of butter shipment in winter somewhat similar to that in warm weather.

The regulations of the Post Office Department on this subject are of such a nature that it is possible

Contest Time's Drawing to an End

We have not yet gotten your views as to the real strength of national advertising—may we have them by next Thursday, August 27th?

The subject is as follows:—

10—How determined, as a rule, are customers who ask for nationally advertised articles? Do they appear to have made up their mind to get them, or are they simply “thinking of trying?”

What we want to know is this—does national advertising really inspire your customer with an *intent* to buy, or only a desire to, which is quite a different thing? How do you find this? Write us something even if it is only a line or two.

Prizes of \$7.50, \$5.00 and \$2.50 for the best.

Thursday, August 27, 1914, is the Last Day

obviate the trouble to a considerable extent in cold weather by marking butter parcels as follows: "Perishable—Keep away from heating apparatus." Mail clerks are expected to be guided by such instructions and to give perishables special care.

With the growth of the parcel post as a method of shipping perishables it would seem not unlikely that in the future some method of refrigeration on a small scale might be developed. Over ordinary distances and under average conditions butter wrapped as outlined can be shipped without deterioration. It should always be chilled before shipment and chilled again immediately upon receipt by the purchaser.

During the strawberry shipping season, which is just closing, 28 crates of berries have been handled by the parcel post. Twenty-four of these in 16-quart crates were shipped from the Eastern Shore of Maryland. In order to comply with the post office requirements the crates were fitted with tight bottoms, which would make leakage difficult though not wholly impossible. Parcels of this character weighing over 20 pounds are very generally handled in a manner similar to express and are not put in bags. Those weighing less than 20 pounds are usually placed in mail sacks and the wrapping in either case must be done accordingly. In only two cases did the individual quart boxes containing the berries show sufficient leakage to stain the bottom of the crate itself, and in only one of these cases was there any evidence of leakage on the outside of the crate. The berries were received in as good condition as would have been the case by any other means of transportation, and were of better quality than berries selling at a higher price at the particular time in the Washington market.

As an experiment in the practicability of shipping in the present 32-quart commercial crate, 3 shipments were made with the crates only three-fourths full to keep them within the weight limit, and in a fourth case as an experiment outside of the present weight limits a full 32-quart crate weighing 56 pounds was shipped. These crates were received in fully as good condition as the 16-quart crates.

Small preliminary experiments with both sweet and sour cherries have been made, but not enough

shipments have been conducted to warrant any statement of conclusions.

During the late winter and early spring 8 or 10 barrels of lettuce produced in the experiments of the departments on the Arlington farm, conducted by the Bureau of Plant Industry, were shipped to various parts of the country in 142 parcels. The varieties used in the experiments were the "Boston head" and "Grand Rapids." The parcels usually contained, depending upon the size of the heads or bunches, from 2 to several dozen heads. The average weight of parcels containing 8 to 10 heads was between 4 and 4½ pounds. The average weight of those containing 6 was about 3 pounds. The parcels were shipped not only in the local zone and to nearby points, but to places as far away as Boston, New York, Toledo, Chicago, Minneapolis and

elsewhere. In spite of the fact that zero weather prevailed during a part of the time when experiments were in progress, the lettuce carried through to destination satisfactorily and with only a small percentage of waste. In the local zone lettuce from shipments that were kept under observation was perfectly fresh and usable at the end of 7 days. Ordinary corrugated cartons lined with paraffin paper and wrapped with ordinary strong wrapping paper were used for the shipments.

Experiments have also been conducted with parcels containing an assortment of vegetables available at the same time. Such shipments have usually been uniformly successful and present an extension of the hamper system which has been inaugurated to some extent by certain of the express companies.

HOLT.

Parcel Post Food Business Fails Because of Producers' Greed

Chief Market Bureau of Agricultural Department Admits This and a Personal Instance Confirms It. Farmers Selling Butter, Eggs, Fruit, Etc., Want Highest Prices, Which Consumers Will Not Pay.

The United States Government is working hard to find why parcel post has not been more of a success as to transporting food products and in putting the producer and consumer in direct touch. The shipment of foods through the mails has been exceedingly small compared to what it was expected to be. One reason has been advanced by Charles J. Brand, Chief of Markets of the Department of Agriculture. He says the farmer has been too greedy—he has in some cases tried to charge the consumer more than the latter could buy for in the regular way from the highest-priced stores. Naturally consumers have not gone back for more of that treatment.

Here is a part of Mr. Brand's statement on the subject:—

There is an unfortunate tendency on the part of some farmers who have butter, eggs and other produce to sell to ask prices far above those current in their own rural localities and higher even than those exacted by the fancy retail stores of the cities for products of the same grade. Fundamentally there are only two reasons to persuade the consumer to undertake the additional trouble and uncertainty of

securing produce by mail. These are economy in cost and greater freshness of product. No unusual method will ever be popular unless it gives results along one or both of these lines. Producers must be very careful not to overreach in the matter of price. Unless they are willing to share the saving with the consumer who agrees to receive food products which he has not had an opportunity to examine and whose quality and time of delivery will always be subject to a degree of uncertainty, there is little prospect of the wide extension of the parcel post system which it deserves, so far as the farm is concerned.

Recently the post office at Washington, D. C., has been very active in trying to promote parcel post marketing, collecting lists of names of farmers and others who have produce to sell, and printing and distributing these lists to patrons of the Washington office who might become purchasers. A few cases with respect to eggs alone will suffice to illustrate this tendency referred to above. One New Jersey farmer offers eggs at 40 cents a dozen the year around; a Pennsylvania farmer in June offers "fresh white sanitary eggs" at \$1 for two dozen; a Virginia farmer offers eggs at Washington quotations, plus 10 cents. It is difficult to see how a user of eggs could afford to pay such prices when fresh country eggs are being sold by farmers to country grocers at this moment for prices ranging above and below 20 cents a dozen in trade.

The difference between the country price and the city price must be

shared fairly between the producer and the buyer. The latter will not take chances on things that cannot be examined and which in some cases may not fulfill the particular need; furthermore, he will not bear the uncertainty as to time of arrival unless there is a gain to him in so doing.

The writer, since parcel post went into effect, has noticed the same tendency on the part of producers who have solicited his business by mail. For example, last week the following postal card was received:—

No. 160 E. Market St., Chambersburg, Pa., August 7, 1914.

Dear Sir:—Inclose One Dollar and this card to the undersigned on or before Friday next, the 14th inst., and we will ship by Adams Express to the address on opposite side of this card (if the original address on the opposite side of this card is not that of the party to whom you desire the peaches forwarded, stroke it out and insert the proper address) a 20-pound basket of Captain Ede Peaches, a large, yellow, juicy free-stone peach of high flavor. If you desire greater quantity than 20 pounds, send \$1.25 for each 25 pounds, one-half bushel, basket desired.

Very truly yours,

MOUNTAIN BREEZE ORCHARD CO.

N. B.—Order must be mailed by Friday next to make sure of securing Captain Ede.

A rubber stamp across the face of this postal revealed the fact that the expressage on a 20-pound basket of peaches to Philadelphia was 27 cents. This of course the consumer must pay, making the total cost \$1.27 for a 20-pound basket. The expressage on a 25-pound basket (half a bushel) is 30 cents, making the peaches cost the consumer at the rate of \$2.95 per bushel. Not much of a bargain as it appears to the writer.

California Has Greatest Fruit Crop in Years.

With 42,500 cars of oranges and lemons already shipped out of California, and with prospects of easily 5,000 more, it is now certain that the season's citrus crop of California will prove greater than all early estimates and far exceed the record-breaking output of 1910-11. Each succeeding estimate of the 1913-14 crop since the beginning of the season has been greater than the last. In October, just after the oranges had set on the trees, the guess was 38,000 cars. In December it went to 40,000. On January 1 it was estimated that the crop would amount to 43,000 cars, and in February the estimate was raised to 45,000. Since that time the figure went as high as 46,000, but not until the last few days was it definitely known that the crop would break all records. The largest crop heretofore in the history of California citrus industry was that of 1910-11, when 43,399 cars were shipped. The crop next in size was that of 1912, which amounted to 40,700 cars.

43—You should push nationally advertised goods to the front because in almost every case a friend can accomplish more and accomplish it quicker than a stranger. To your customers nationally advertised goods are familiar friends.

¶ Hearts and hands are open to people and things we know—strange people and strange things have to show us before they can accomplish anything. A cocoa advertised regularly in the "Ladies' Home Journal" is in the category of friends. Your customers know it—it is familiar. A cocoa that your customers never heard of until you showed it to them ranks only fifty per cent. as a piece of selling merchandise when compared with the others.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

Some of the New York Grocery Advances. Experts Looking Into Unaccounted Advances. Plenty of Foreign Lemons Coming. The "Sugar at a Glance" Postage Graft. Market Summary.

New York, Aug. 21, 1914.

Some of the great advances in food products here since the European war became so fierce are shown in the following list. These figures are from first hands to jobbers and some cases show a revolutionary jump. It is understood that the advances from first hands to jobbers have been much more general and much more nearly uniform than the advances from retailers to consumers, retailers having held off much longer in making the advance than manufacturers or even jobbers:—

| | Aug. 1 | Aug. 14 |
|----------------------------------|----------|----------|
| Raw sugar | \$0.0329 | \$0.0652 |
| Refined sugar | .0440 | .07½ |
| Rio coffee | .07½ | .08 |
| Santos coffee | .11½ | .13 |
| Formosa tea | .15 | .19 |
| Ceylon tea | .18 | .25 |
| Flour, bbl. | 4.50 | 5.85 |
| Wheat, bus. | .76½ | .90¾ |
| Corn, bus. | .55 | .68 |
| Beans, 100 lbs.:— | | |
| Marrow | 4.95 | 7.25 |
| Pea | 3.70 | 5.00 |
| Lima | 7.90 | 8.25 |
| Scotch | 2.35 | 3.00 |
| Green | 2.20 | 3.60 |
| Lentils, lb. | .02⅞ | .11 |
| Olives | .92½ | 1.50 |
| Olive oil, gal. | 2.00 | 2.50 |
| Mushrooms (hotel), lb. | .18½ | .25 |
| Salmon:— | | |
| Alaska | 1.25 | 1.55 |
| Pink | .75 | 1.00 |
| Chums | .80 | 1.00 |
| Belgian peas | .14 | .18 |
| French sardines, ¼s, 12.50 | | 16.00 |
| French sardines, ½s, 26.00 | | 33.00 |
| Norwegian sardines, 7.00 | | 8.50 |
| Ham (by the 100 lbs.) | .16 | .18 |
| Bacon (by the 100 lbs.) | .12¾ | .12¾ |

* * *

In spite of the general expectation that there would be no more lemons from Italy or Sicily, the news comes that there are several carloads on the way from Sicily, amounting all told to nearly 60,000 boxes. Whether or not the three vessels which are bringing these, all of which are now en route, will be able to make a safe passage of course remains to be seen, but fruit men say if they come in safely there would be no other reason why other cargoes should not follow.

* * *

Among the mass of matter which is issued from authorities on the sugar situation in the last ten days

is a circular letter from the A. H. Lamborn & Co., who are more radical in their prediction than anybody else. They prophesy high-priced sugar for some time to come. An extract from their circular is as follows:—

The sugar world has passed the most exciting week in the past forty years, culminating in an advance of not less than 226 points, raw sugars selling on Friday, August 7th, at 3.25 cents cost and freight, equal to 4.26 cents duty paid, with sales yesterday at 5.50 cents cost and freight, equal to 6.52 duty paid, while granulated, which on the 6th inst. sold at 4.50 to 5.25 cents, less 2 per cent., closed yesterday at 6.75 cents to 7.50 cents, less 2 per cent., depending upon the refiner quoting.

* * *

News comes from Albany that the experts who for several weeks have been examining into the reasons for food price fluctuations are paying particular attention now to the advances which have occurred as a result of the war. They are directing their present investigations toward commercial exchanges and cold storage plants, and it is said the experts have obtained an enormous quantity of evidence which they have turned over to the Attorney-General. There is a hint of some prosecutions by the latter.

* * *

One of the people investigating the high food prices is Commissioner of Weights and Measures Hartigan, who has announced that in his judgment the cause of the advance "was the desire of certain middlemen to promote a radical and abnormal demand for provisions in order that they might make a personal profit." He said he had evidence that wholesale grocers' salesmen had in many cases loaded retailers up and that retailers did the same to their customers.

* * *

The trade are generally acquainted with most of the literature on the question of free sugar which has been issued from time to time by Truman G. Palmer, who is nominally the secretary of the "Wholesale Grocers' Committee." Not many months ago a pamphlet, called "Sugar at a Glance," written by Palmer, was sent broadcast over

the United States under the frank of Senator Lodge. The Government later found this out and is about to begin suit against Palmer's company, the United States Beet Sugar Co., for \$57,600, representing the postage which would have been paid on the 320,000 copies of "Sugar at a Glance," if it had not been mailed under the frank.

* * *

District Attorney Whitman began his investigation of price increases by dealers in food commodities in this city on Thursday; District Attorney Martin started a similar inquiry in Bronx County; United States District Attorney Youngs opened a grand jury consideration of the subject in Brooklyn, and District Attorney Cropsey, of Brooklyn, got a John Doe performance under way for his county Friday morning. All of these legal probings are based on complaints of extortionate charges. In the meantime the scouts who are out looking for prices above the normal are having a hard time finding any. And no less authority than Mrs. Julian Heath, of the Housewives' League, says she "can't see where the excessive prices are and can't make out what's the matter with people"—although she is a member of the Mayor's Committee on Food Supply and has special facilities for finding out the facts, besides being unusually well-informed on the subject of the cost of necessities, anyway.

Mr. Whitman himself opened the first session before Magistrate McAdoo in the Criminal Courts Building on Thursday with a statement, which was read into the records, that many persons had complained to him that certain rises in prices seemed to be the result of a concerted movement among dealers, and that the inquiry was to determine the truth of these allegations. He said he wished it understood that no charges or insinuations were made against any dealers. He wanted to find out whether prices of foodstuffs had been materially advanced in New York, and if so whether the advances had been due to economic conditions or to unlawful combinations in restraint of trade. If the latter condition is shown to be true he will prosecute offenders under the penal law for conspiracy, and under the civil law for combinations restraining trade.

Judge J. Edwards, district manager for Swift & Co., was the main

witness. He maintained that little or no attempt was being made by his company to fix prices among its New York branches.

"There are times when I inform branch managers of the condition of the market," he said, "and tell them what they should get for beef but they sell for what they can get."

In answers to questions he explained that wholesale beef dealers did not get a uniform price for beef or any other meats here. His opinion was they should do so, however.

The witness contended that the increase of prices was due to a decrease in the receipts of live stock at Chicago.

SUMMARY OF THE MARKETS.

Coffee easier on reopened shipments from Brazil.—Tea quiet, a result of the recent great activity causing buyers to stock up for time. Prices steady.—Rice firm high and active.—Spices considerably quieter, with less speculation and a somewhat easier tendency but no material decline.—Sugar syrup and molasses selling moderately at full prices.—Sugar still very high, all refiners quoting granulate 7.50; raws somewhat easier.—Fancy shore mackerel very firm and selling at higher prices.—Herring better demand than usual for the season and steady prices.—Codfish scarce, strong and unusually active for the summer.—Prunes steady and no change. Apricots weak. Peaches steady with strong advice from the coast.—Nuts very strong with an upward tendency.—California oranges weaker, particularly the smaller sizes.—Lemons steady to firm, with good demand and a light spot stock.—Wheat decidedly uneasy. Week closing stronger but without very much advance situation strengthening on report of reopened shipping, as undoubtedly large demand will come from abroad as soon as it can be properly satisfied. The shortage of European wheat crops this year estimated at 300,000,000 bushels.—Flour has followed wheat in almost all hog products are firm.—All week with a reduction of 10 cents per barrel. This, however, was not shared in by all millers. At present it is a seller's market.—Provisions higher, mainly on account of reports of resumed shipping.—All hog products are firm.—Canned tomatoes steady to firm.

the recent 2½-cent advance. Business dull.—Corn firm and higher. Demand light.—Cheap peas wanted without change in the price of them of any grade.—California canned goods are dull on account of expected early arrivals of new pack.—Beans and peas easier on fairly large receipts and sales have been made at a decline, particularly as domestic peas and beans.—Eggs of fancy quality firm and scarce.

July Failures Vary as Usual.

more in General Store, Grocery, Clothing and Hardware Lines, But Fewer in Groceries and Dry Goods.

The July report shows an increase in failures in most lines for that month as compared with July, 1913. The figures are as follows:—

General Stores.—July, 1914, 101; liabilities, \$694,803; July, 1913, 95; liabilities, \$784,117.

Groceries, Meats, Etc.—July, 1914, 260; liabilities, \$713,797; July, 1913, 216; liabilities, \$3,426,04.

Clothing and Furnishing.—July, 1914, 127; liabilities, \$953,906; July, 1913, 82; liabilities, \$751,921.

Dry Goods.—July, 1914, 48; liabilities, \$1,899,394; July, 1913, 56; liabilities, \$582,748.

Shoes, Rubbers, Etc.—July, 1914, 3; liabilities, \$213,500; July, 1913, 7; liabilities, \$132,711.

Hardware.—July, 1914, 27; liabilities, \$205,605; July, 1913, 19; liabilities, \$204,279.

COX'S Instant Powdered GELATINE

Standard gelatine in America since 1845. The only imported brand. Conforms to strictest pure food tests.



The Checkerboard Package

The new prices show you a better profit.

The Cox Gelatine Co.

100 Hudson St., New York City
Sole Agents in U. S. for J. & G. Cox, Ltd.,
Edinburgh, Scotland

DISPLAY

**WRIGLEY'S
SPEARMINT**

You'll Sell Much More

It sells rapidly *without* display, but much more rapidly *with* it. It's one of the things people buy continuously when they *think* of it—when they *see* it.

The heaviest advertising in the world makes people recognize

**WRIGLEY'S
SPEARMINT**

instantly. The ads. creates the desire for it—*your display creates your opportunity*. By putting it where it is seen instantly, you connect your cash receipts with our advertising.



**Every Package
Tightly Sealed**

Made from clean, wholesome, air-dried chicle, deliciously flavored with the pure juice of fresh mint leaves.

THE PERFECT GUM IN THE PERFECT PACKAGE



Say to Customers:

"Have a little **WRIGLEY'S SPEARMINT** This is the gum with the flavor that *lasts*. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Refreshing Indeed.

What a refreshing thing is the following advertisement, which is just now appearing in Eastern dailies:—

No Advance In Price

so long as the supply holds out.

Hercules Water

will be on sale at all druggists at the regular price. Try this wonderful Hungarian aperient.

EISNER-MENDELSON CO.,
Sole Importers

How refreshing a contrast, we repeat, from the greedy conduct of those holders of necessities who, though mostly making an adequate profit already, used the war as a subterfuge to make more.

Given a dealer who has a stock of imported olive oil, for example, which he is selling regularly at a fair and satisfactory profit. Comes the war, with its news that there will be no more olive oil until war is over. Naturally there is an increased demand for the oil already in the country, but is there any excuse for advancing the price? We say there is not—if the profit already ruling was satisfactory. The holder who does it does a contemptible thing, in our judgment. "We can't replace it at the price," some of them say. What of it? When your stock is gone and you must replenish at a higher price, *then* you can advance your own prices with a perfectly good reason. To advance them now is low-down swinishness.

We believe there are two exceptions to this—first, that of wholesale grocers, who have advanced sugar prices with the refiners' market, though practically all had stocks of sugar bought at much lower figures. Wholesale grocers have for years sold sugar at cost and below. If they had one hundred times as much cheap sugar to work on as they have, they would not even begin to get back their losses. They are entitled to all the sugar profit they can make out of the war.

The second exception is that of dealers who by reason of the peculiar customs of their business are compelled to go down with declining markets, no matter how large their spot stocks may be. A trader who has to do this has every right to go up with the market with an equal disregard of his spot stock.

We hope the Government price investigators will look well into the advance in raw oats, which has caused an advance about 50 cents per barrel in bulk rolled oats. The manufacturers of rolled oats say they have been compelled to advance rolled oats because their raw material—raw oats—has advanced, and that is true. Raw oats, quoting September options, advanced from 37 cents August 1st to 41 $\frac{5}{8}$ cents at the present time, or 4 $\frac{5}{8}$ cents per bushel. This is just about equivalent to the 50-cent advance in rolled oats, so that the question is—was there any legitimate reason for the advance in raw oats?

If the question is confined to whether there is any reason for an advance in oats at this time, the answer must be no. The crop of oats is large—more than enough to supply the needs of this country and export some besides. If the surplus is not to go abroad—and it will not unless shipping conditions radically change—it means more oats for us, and by all the laws of supply and demand, *lower* prices here. The above is the present prospect, and while the holders of oats may have been excused for not lowering their price right away, they have no excuse for advancing them.

Their explanation is that wheat and oats are sympathetic; that wheat went up and oats had to go up also. There are two answers: The first is that there was no excuse for the advance in wheat in the first place, and the holders of oats, knowing this, were under no obligation to follow a movement which they knew was pure greed. The second answer is that there is no *present* reason why oats should sympathetically advance with wheat, even though the advance in wheat

was honest. Wheat and oats are considered sympathetic because they can be used—but to a comparatively limited extent—interchangeably. If there is a scarcity of wheat, people can and do eat oats as a substitute. Thus, their plausible argument goes, scarcity and high prices of one always increases the demand for the other and causes higher prices.

Perhaps, but there must be high prices of one *because of scarcity*, before the two products can have any legitimate sympathetic relation. A mere inflation in the price of wheat, at a time when the supply is greater than ever before, gives oats no sympathetic reason for advancing, at least no honest sympathetic reason. The oats men if they had been fair, would have waited until some scarcity of wheat developed and advanced prices, and *then* advanced their own.

But why argue seriously about it any longer? The advance in grains was engineered and manipulated by a gang of greedy Chicago speculators who saw merely another chance to take advantage of a situation and squeeze more money from the public. There was no reason for what they did outside of the practical reason that animates every sneak thief—"I need the money and I think I can get away with it." The "Modern Merchant and Grocery World" would like to see every one of them rotting in jail!

The California lima bean growers, who are said to believe that, being farmers, they are not amenable to the anti-trust laws, have

made the frankest disclosure as to their reason for advancing prices since the European war, that we have seen. California lima beans on spot are ruling at 9 cents per pound from first hands to jobber—an exceedingly high price, but perhaps a justifiable one, because there is a very light stock.

The same cannot be said of futures, however, for an enormous crop is in prospect. The price has advanced, in spite of this, about $\frac{1}{2}$ cent per pound, and the reason ap-

pears from the following extract from the "Oxnard (Cal.) Daily Courier":—

An unparalleled advance in lima beans was made yesterday afternoon, the price jumping from 5.15 to 5.50 at one leap. The advance followed a meeting of the directors of the Lima Bean Growers' Association yesterday. Charles Denlon, president of the association, said to-day: "The Board of Directors talked over the bean situation and decided that *as other commodities had made material advances, lima beans should be bringing a better price.*"

Not because of short present or prospective supply. Not because the former price did not yield the grower an adequate profit, but merely because other products had advanced, and these swine that controlled lima beans "thought they could get it," too. And yet this is not an illegal combination, because the Sherman anti-trust law, out of consideration for the worthless farmer, provides that no combination among farmers to control prices shall be considered monopolistic.

The Government's investigation into the reason for advancing food prices is a good thing, though it will probably not amount to much

outside of acting as a preventive in some cases. It will probably not amount to much because no advance in the price of food is illegal unless done through a combination of holders who are ordinarily competitors. Most of the advances which have occurred so far have not been made by combinations, but by individuals working in concert not because of an agreement, but only because they all saw their chance at the same time. The underlying cause was greed, which no law or investigation can eliminate or cure.

It is well to remember that the fact that two or more holders of a given food product advance the price at the same time, is only evidence of illegal combination. It is not proof of it, because the same chance to increase profits opens for all holders at the same time, and that they all took it simultaneously is merely a coincidence. The Government must prove a great deal

The Investigation
Into High Food
Prices.

Swine.

more than that in order to stop
ices from advancing.
But what a wretched rat the
lder of a food product is who
thout any reason except that he
believes he can get it, makes people
y several times the normal profit
such a time as this! His act

cannot be prevented by anything in
our present laws, nor is it likely that
any tenable law could be passed
which would prevent it. But it is
entirely possible to seek these creat-
ures out and put a list of their
names before the world as a list of
infamy.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics,
being understood that we do not hold ourselves responsible for any views expressed therein. All com-
munications must be accompanied by the writer's name and address as an evidence of good faith, but not
necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Buying Buggies on Easy Payments.

Andover, N. Y., August 12, 1914.
the Editor.
Dear Sir:—Can you give me the
ne of a firm that sells buggies on a
dit plan; that is, a payment down
l the balance in monthly payments.
aw an advertisement of a firm that
business in this way in some paper
magazine, but I cannot remember
name.

Yours truly,
JAS. COCOMAN.

We suggest that you get in touch with
of the following and inquire if they

will make the arrangement for payment
which you desire: La Port Carriage Co.,
La Port, Ind.; W. H. Babcock Co., Wa-
tertown, N. Y.; Studebaker Corpora-
tion, South Bend, Ind.; Lansing Wagon
Works, Lansing, Mich.

To Buy Popcorn Direct.

Harrisburg, Pa., August 19, 1914.
To the Editor.

Dear Sir:—I am manufacturing pop-
corn crispettes and would like to get in
touch with several first-class seed deal-

ers of Philadelphia, as I think I could
get a better price on popcorn than what
I get in Harrisburg.

Yours truly,
C. B. PALM.

We refer you to P. B. Mingle Co., 103
Market street, Philadelphia, and to
Johnson Seed Co., 217 Market street,
Philadelphia.

Various Inquiries.

Vermont, Ill., August 9, 1914.
To the Editor.

Dear Sir:—Please send us the address
of a good wholesale grocery company
in Chicago or St. Louis. Also would
like to get the address of a box tinning
company, where they make all sizes of
tin boxes.

Find inclosed a stamp for reply.

Yours truly,
R. C. UNDERWOOD & Co.

Sprague-Warner & Co., 600 W. Erie
street, Chicago, Ill.; Steele-Wedeles Co.,
151 W. So. Water street, Chicago, Ill.;
the Adam Roth Grocery Co., Seventh
and Poplar streets, St. Louis, Mo.; the
Scudders-Gale Grocery Co., Eighth and
Spruce streets, St. Louis, Mo.

The following are tin box manufac-
turers: J. L. Clark Mfg. Co., Rockford,
Ill.; Buckeye Stamping Co., Columbus,
Ohio.

The "Public Collection Agency."

Gap, Pa., August 19, 1914.
To the Editor.

Dear Sir:—Can you give us any
information about the Public Collection
Agency, 904 Betz Building, Philadelphia?
Yours truly,

J. P. MARSH & SON.

We know very little about this con-
cern and have reason to believe that it
is a name assumed by another collec-
tion agency for some purpose of its own.
When we received the first inquiry about
it we investigated at the Betz Building
and found no such concern in the di-
rectory. The management of the build-
ing disclaimed any knowledge of it,
though its solicitors were then giving
a Betz Building address. We advise do-
ing no business with them without thor-
ough investigation.

Buyers of Waste Paper.

Forks, Pa., August 19, 1914.
To the Editor.

Dear Sir:—Can you give us the ad-
dresses of several firms buying waste
paper?

Thanking you in advance, we remain,
Yours truly,
BOLICH BROS.

Penn Paper and Stock Co., Marshall
and Willow streets; John Simmons,
30 S. Marshall street, both Philadelphia.

Tomatoes are still abundant and
cheap. Cannerymen are paying 12 to 16
cents and the best can be bought for
35 cents.

Enclosed find check for \$3 for
renewing my subscription another
year for the "Modern Merchant
and Grocery World," the best book
ever published. I have been a sub-
scriber for more than twenty years
and find that I cannot possibly do
without it.—F. V. Staub, Frederick,
Md.

You Know About Butter Prices

Just tell your Farmer Customers to try

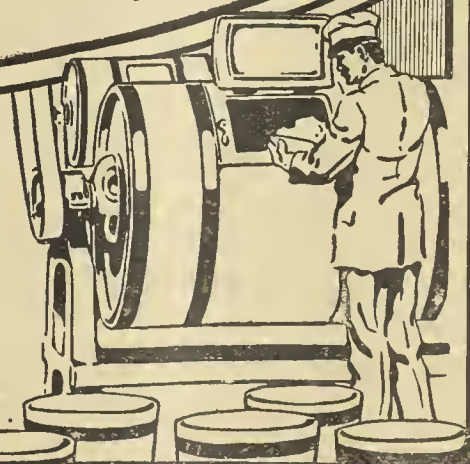
Dandelion Brand Butter Color

Explain to them that a rich golden shade makes butter bring the
top prices. A trial will mean more money
for both you and your customers.



We guarantee that Dandelion Brand
Butter Color is PURELY VEGETABLE
and that it meets the FULL REQUIREMENTS
OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

These Manufacturers Will Graciously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnsey Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own

letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats,

California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material; advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naphtha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds

and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large Jummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 13.)

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 12.)

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards, andelior cards; also window trims six pieces, on paper, in colors. The show card is sent in each case 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., Broad street, New York. Furnishes type books, cut-outs, window transparencies, complete window trims, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snow-foot Oil.

Loose-Wiles Biscuit Co., 176 Newbury street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, bill boards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send to their customers. Liquid Soap.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blot-ers when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Goods.

J. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs, window displays; velveteen inside display cards and transparent signs for window or door.



Women Know

The exquisite flavor and uses of

MAPLEINE

Can you supply them?

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

No "Selling Cost" for FLEISCHMANN'S YEAST

We furnish small enamel boxes to hold our Yeast and envelopes in which to sell it to your customers. Our salesman "waits on" himself if you wish and keeps your supply just above demand. No loss or bother to you.

THE FLEISCHMANN CO.



Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty* starch. Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is **CLEAN** starch.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME.*

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it*; ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is sure to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THE GROCERY MARKETS

Tea.

There has been practically no advance in spot teas within the past week; the market has been steady to firm. The advance has probably been greatest on low-grade Congous than on any other spot tea. Before the war they had advanced 2 to 3 cents per pound, by reason of scarcity; and they have advanced an equal amount since. Future teas are exceedingly unsettled, by reason of lack of definite information about shipments, war insurance, etc. No accurate prediction can be made for the immediate future.

Coffee.

Rio and Santos coffee are weaker and have lost about half of the 2-cent advance which they have made since the war opened. Shipping is opening between our ports and Brazil and some coffee is coming out of Brazil. Foreign exchange and the other factors are also settling themselves, and that has brought about the decline. Mild coffees are fairly steady, but the tone is easier. Mocha is the highest thing, quotations green and in a large way, going all the way to 29 cents. This is an advance of 6 cents per pound within a few weeks. Actual scarcity is the main reason, though the war had much to do with it. Java is also higher.

Sugar.

The sugar market is a hard thing to forecast. There has been no further advance during the week, and granulated is still quoted on a basis of 7½ cents. Raw sugar is quoted at 6.52 cents, which is an unprecedented price. The demand from abroad still continues, with the prospect of an European crop no better. It is hard to see how sugar can get much lower for some time, unless the war should suddenly cease and everything quickly straighten out. The consumptive demand for sugar has been enormous; at present it is inclined to be dull.

Syrup and Molasses.

Glucose is unchanged and dull, but situation is firm. Compound syrup is seasonable, quiet at prices unchanged for the week. Sugar syrup is unchanged and dull, molasses quiet at ruling prices.

Fish.

The fish market is still very much excited. Shore mackerel have advanced about \$7 per barrel and Irish fish probably half as much. In fact, it is difficult to quote a price. Nothing is doing in fall caught Norways as yet; and there is no prospect of anything as yet. Cod, hake and haddock are dull on spot; futures not named as yet. Salmon on spot, meaning red and pink Alaska, is much higher, both ruling about 15 cents above the price of a short time ago. Actual scarcity is the main factor. New pack salmon is not priced as yet. Domestic sardines are about 25 cents higher than a short time ago, due to poor fishing. Imported sardines are just as

much up in the air as they have been—exceedingly scarce and exceedingly high.

Canned Goods.

Tomatoes, both spot and future, are higher by reason of short pack prospects. The war has nothing to do with it. The advance is 2½ to 5 cents per dozen, both spot and future. The growing conditions are not very favorable, and the season late, but it is still possible to make a big pack, so that he who speculates in tomatoes is taking a big chance. Corn is 5 to 10 cents higher also, mainly Southern corn, due to bad growing conditions. Peas dull and unchanged. Unusually low prices have been named on Southern peaches this year, due to the large crop—70 cents, as against a usual price of about 80. California canned goods are dull and unchanged. Small Eastern staple canned goods are unchanged and dull.

Dried Fruits.

Future prunes are fairly steady at the decline previously announced. Spot prunes and futures both are dull and neglected. Peaches are very cheap and are easy even on the present basis of price. Apricots are off because of uncertainty as to the foreign demand, which is the main factor. The California raisin operators had everything arranged to open new prices much higher than normal, as they thought there were going to be no currants, and they expected to reap the benefit. Greece, however, on Wednesday guaranteed the war risks on currants, so that the California scheme will be defeated. This has caused no special change in currants as yet, but surely will.

Beans and Peas.

Pea beans are weaker by a decline of 10 to 15 cents per bushel. Collapse of a totally unwarranted inflation is the reason. Marrows are unchanged, high and firm. California spot limas are still at 9 cents, by reason of scarcity, and the price may go to 10. There are almost none left. Futures are about 1 cent above normal, in spite of enormous crop prospects. Pure greed is the only reason for the advance in California future limas. Green peas are still high at about \$2.10 in a large way.

Butter.

There is very active trading in butter and the line is firm at prices ranging about a cent a pound over last week. The consumption of butter is large, as the make is not quite up to normal for the season. The quality arriving is good. The market is in a very healthy condition and if we do have any change in the near future it will probably be a slight advance.

Eggs.

The receipts on eggs are very light. The consumptive demand is good. The speculative demand is also good, with the result that there is an advance of from 1 to 2 cents on both storage and

fresh. The fact that there is quite a good many eggs exported makes a very firm selling and we are likely to have a further advance.

Cheese.

The make of cheese is lighter than usual at this season. The consumptive demand is very good. There is also a good demand for speculation. The market has advanced 1 to 1½ cents per pound during the week on all grades. We look for a continued good consumption, but not much change in price in the near future.

Smoked Meats.

Smoked meats are meeting with good consumptive demand at prices ranging about ¼ cent higher than last week on the whole line. Both pure and compound lard are in good sale at prices ranging the same as last week. Barreled pork is firm at an average of 50 cents advance per barrel. Canned meats are about 10 per cent. higher. Dried beef remains unchanged.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Trading in evaporated apples is at a complete standstill, owing to the war conditions. Business with Europe has been cut off entirely, and this is keeping all the exporters out of the market, either as buyers or sellers.

The future market is nominally 5¾ to 6 cents for prime quality in 50-pound boxes, October-November shipment, with choice at ½ cent per pound higher, and the usual average for cartons. It is to be hoped that the situation will clear up before October, but until things look brighter local dealers prefer not to trade at all.

Raspberries are also weaker, in line with other dried fruits, and 20 cents, f. o. b. in barrels, would probably be accepted for odd lots of new goods here and there.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

This is probably the first time ever since we started to write this market report that we are at a loss to know what to say. Never before in our recollection has there been such an enormous lot of business done in our line in so short a space of time as during the last few weeks. So great indeed has been the demand in most of our lines, that we had to execute orders in rotation, as they came in, and give proportionate quantities. We are, of course, going to get some more goods, but what we are going to get, how much we are going to get, when we are going to get them, and what we will have to pay for them is rather problematic.

While the rate of exchange has fallen somewhat, it is still a very great many per cent. higher than under ordinary circumstances. All letters of credit have been cancelled by the bankers, and this situation has not changed as yet. While some of the plants and factories where we get our goods from in Europe may still be open, we know that most of the workmen, and in a great many instances, most of the managers and proprietors have had to go to war. We know of some instances where large

factories have been closed because there were no workmen and no managers. While there may be crops in the field there is no one to harvest them. Consequently, we shall be unable to get those goods.

The business in herrings has not shown any great excitement. The weather was too warm for that, but unless we can get supplies, prices of stocks now on hand must show an increase before long. We have just had a cable from Norway from our friends, telling us that fishing has ended. Whether this ending of the fishing has been occasioned by the fishermen being afraid to go out to catch more fish, we cannot tell. It does not look as if the prices for Norway mackerel will be very cheap, nor will the supply be very large.

In imported sardines an enormous business has been done, and while prices have been advanced, the percentage advance in sardines has certainly been very reasonable. Most of the people on our line have shown a very fine spirit and have let the trade take advantage of the opportunity to buy sardines at prices very little advanced over the old prices, merely covering war risk and excess rate of exchange, without taking into consideration the enormous scarcity that must prevail before long, new supplies are not forthcoming, and there is very little chance of more supplies coming forward. Naturally, stock of sardines in first hands has been very much reduced, and it is very much lower par.

STROHMEYER & ARPE CO.
New York.

Salmon.

Chums and Pinks.—The situation is so firm that prices are not good overnight. This applies with special force to the chums and pinks. Trade is building to-day for pinks as high as 75 cents; chums 75 cents and upward, with packers even declining to book otherwise than subject to approval of the prices. The spot chums are entirely cleaned up. New pinks are arriving but shipments will be somewhat held up, as one cannot ship out until the pack is determined, in case it should be necessary to pro rata orders.

Medium Reds and Cohoes.—So far spot halves of last year's packing is on hand. New pack will arrive during September and October.

Red Alaska.—New pack is now arriving—packers asking \$1.40 to \$1.50 for tallies; \$1.75 for flats; \$1.15 for half pack. Pack is understood to be fairly good.

Sockeyes.—Pack is about over and will be about one-fifth of last year's pack. Prices are expected to be the same as Columbia River chinooks, practically about \$1.95 for tallies; \$2.10 for flats; about \$1.30 for halves.

PHILIP J. BRADY

Seattle, Wash.

Standard Canned Goods.

Local rains last week broke the drought in spots, here and there in tomato growing sections of Maryland and the adjoining States, but there was not enough of it where rain was most needed. The large buying in the previous two or three weeks broadened this week, and the buying orders for sizes of tomatoes came freely from sections excepting the South, increasing in point of number as well as quantity toward the close of the week. There has been no demand for export, as usual, and none is expected here for obvious reasons. What the future will produce from that direction remains to be seen.

regardless of any foreign demand, now looks like the market will be during the fall season.

The bulk of the buying of tomatoes for prompt shipment, with an insistent demand for September deliveries, though the canners are not inclined to book orders at this time so ahead excepting at higher prices. They are apprehensive of the crop developments, and do not show their usual tendency to book orders to the same extent as in ordinary seasons. Besides, there are rumors of possible higher prices coming for empty cans based on a large advance in the cost of pig tin solder used in the manufacture of them. The market situation about tomatoes is interesting from every viewpoint, and it is well worth close attention.

One of the first results of the war road, in connection with American canned goods, is the big, sudden advance this week in the price of baked beans, about 20 cents per dozen, caused by the large buying of the dried beans for export, thereby greatly reducing the available supply for canning purposes. Sweet potatoes are a shade higher this week and string beans are firmer. The corn was fairly active again. In the other lines of vegetables there are only the usual daily small orders, and there are no special price changes in any of them.

The peach canning season is on, and the quality of the Maryland fruit is expected to be much better than for several years. The orders coming in now are mostly for unpeeled pie peaches and for peaches in water, for which the prices are attractive and the quality is satisfactory. Apples are being canned and the packers are looking forward to pears, which will not arrive until late in September. The continued buying of all berries and cherries in all lots is wearing away the stocks of them appreciably, and some further advances in prices are noted this week. Your stocks of canned fruits in a portable position for your fall and winter trade, you will need them. Oysters continue firm with a fair demand this week.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Rice.

In view of the horrible conditions prevailing over practically all of Europe, no one can yet tell what will be the consequences of this terrible con-

lict from a financial, commercial and industrial standpoint. Underneath this perplexity one cannot help feeling that great commercial and industrial gain must inure to this country on account of the successful crops which we are enjoying and the short supplies abroad, making it necessary for Europe to draw on us for their food supply.

Already this situation is affecting the market for rice, our home product, and prices have advanced a full cent per pound, with every prospect of a much higher range than has existed for a long period. This condition of affairs naturally begets a strengthening spirit of optimism and the outlook, therefore, points to a very strong situation, which must hold for some time, or, at least, until there is a heavy accumulation of rough rice, which would be likely ultimately to follow a lower plane of values because of the natural weight of oversupply and lessened demand.

Advices from the South along the Atlantic coast report slow movement, partly due to lack of supply and especially to the sharp advances in the rough market. At New Orleans prices have again advanced and are very strongly held, as everything is being taken up as fast as milled.

In the Interior, Southwest Louisiana, Texas and Arkansas the planters have command of the situation and are securing full prices for their rough. Rains are interfering with the cutting, so that rough is coming in very slowly.

DAN TALMAGE'S SONS Co.
New York and New Orleans.

MARKET NOTES.

Peaches have a wide range, chiefly because of varying quality—10 cents up to \$1. There is a large quantity of small badly flavored peaches about. The demand is good.

Delaware and Maryland grapes are cheap. They are chiefly Champions and Moore's Early, and the range is 40 to 50 cents an eight-basket carrier, against a usual price of 75 to 80 cents. The quantity is responsible. California grapes average \$1.25 for the small white grapes.

Sweet potatoes have a bad black eye—too many, and Jersey is coming into

the market earlier than usual. The present quotation on Southern sweets is \$2 per barrel, which is a drop of \$1.75 within a short time. Jerseys average 80 cents, against \$1.25 a short time ago.

Nearby cantaloupes are at their height—50 cents per basket is top. The quality has been very fair. Colorado Rocky Fords will be along in about a week.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Leliman & Co.'s
Department Food Store, Dover, N. J.

Vacation Doesn't Mean "Rest."—Vacation should mean to you mental activity. You have a "rest" vacation every night as you strike the pillow. You may crawl into bed—but you bounce out of it—seven hours' vacation. The real vacation is the eye vacation.

What do we "see," anyway, those of us that have to be on the job day after day?

Faces and foods. That's about all. But being our bread and butter we make them interesting things.

Until one day a release comes. Vacation morning arrives. Grip in hand we board the boat and the whole scene is changed. Do we "rest"? Of course not. We tango some, row a boat, fish a little, swim a lot, brag at times, but it's all a jolly eye vacation. New faces, new surroundings, new activity. Different food to eat, different people at the table. Different kind of fellows to converse with.

And "the scenes along our way," how beautifully wonderful they are. No matter if they are seen from a railroad car window. That doesn't alter their charm. What a fine thing it is to be so receptive that we enjoy blessed landscape. That's where vacation goodness comes in.

Last September while sailing on Lake George and passing one of its wondrous beauty spots, a friend said to me, "That scene is to me just like a benediction." He was having an eye vacation.

There is one place that you should never miss visiting, those of you that have a day to spend in one of the big cities, and that is the Museum of Natural History. The one in New York is particularly interesting. As you enter this building the Forestry Department alone will be a revelation to you. Such an exhibition will broaden your mind and give you a conception of the "big trees of California."

You Will Be a Better Salesman—When you return from an "eye" vacation, because it will surprise you how often little incidents of your travel will work into your sales talk.

Not long ago one of our clerks was relating to a customer what to him was a most unusual sight in the city of Philadelphia on a Saturday morning. He saw hundreds of well-dressed women going to market, each carrying a basket. The lady addressed happened to be a Philadelphian and she immediately became interested.

Get away from your home town and take an "eye" vacation.



War Prices Halted

Many items in our line have advanced. The cost of living will average higher; still there are a few bright spots for those with a limited purse. Here is an opportunity



BLUE DOT EXTRA SIFTED PEAS—With most everything in the food line advancing, here is an opportunity to buy a line of Canned Peas, at extremely low prices, in fact as low in price as similar goods have been sold for several years. We believe, in a short time, these prices will look cheap. Extra Sifted, Maryland grown, small and tender, per doz., at 85c.

BLUE DOT SIFTED PEAS—This is the same quality as noted above, only a size larger, free from yellows, tender and excellent value, to be retailed at 10c.; per doz., at 75c.

ALASKA EARLY JUNE PEAS—Here is a lot of Maryland-grown Peas, free from yellows, good full cans. There are some hard Peas in this lot, but we consider them very good value. Price, 65c. per doz.

A FULL LINE OF FANCY AND STAPLE GROCERIES

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Dry Goods—Notions—Knit Wear

Sellers at the Notion Counter.

Tulle veils, with chenille spots, in designs a little irregular, are those which are most worn by the best dressed women.

The large collars of muslin, piqué and linen have become too common; the pleated ones of soft tulle are prettier and more becoming, and they are so perishable that they will remain the perquisite of those who can afford to be exclusive.

No longer is the amber necklace in favor. One made of large tortoise shell beads is preferred at present, and sometimes the beads are incrustated with designs done in gold. With the light colored shell is seen a finely carved design in jade, and from this, in front, hangs a tassel in bright colored silk.

In connection with the new display stand being put out by the manufacturer of a popular dress fastener, is an indicator that should be of much help to the salesgirl.

This indicator is so arranged that when one hand points to a certain fabric mentioned on the dial, the other unfailingly shows the correct size fastener to be used for that particular material. This is something entirely new, is the only thing of its kind, is simple in operation, important in results, absolutely accurate and saves much trouble for the notion clerk.

A bias fold tape, quite an important item at the "notions," referred to as "trade builders," is also a great help in selling cambrics, muslins, lawns and every sort of cotton piece goods. These tapes are also said to be the prettiest trimmings for children's dresses and aprons, for women's dresses, negligees, aprons and all other washable garments. The time-saving element makes an unailing appeal. A busy woman finds that she can make twice as much underwear or twice as many children's garments in a given time if she uses ready folded bias seam covering instead of clumsy, old-fashioned methods of finishing.

Possibility of Standardizing Union Suits.

Advices from New York are to the effect that there is a well-defined tendency among many of the buyers to standardize their orders of union suits for next season. The different types of construction of this class of underwear has made a confusing situation for both wholesalers and retailers. To be sure, the manufacturers of certain well-known brands are firmly of the belief that their particular arrangement of the crotch proposition is the best which brains—if not located in the same place—and ingenuity can devise. However, there is a difference of opinion on this point, and there will be a determined

effort made to have the goods designed and made up according to a standard type.

It is demonstrated that there are at least four different patterns classified on the basis of crotch construction, not to mention the various garments made by different manufacturers under each one of these models. There is, for example, the type with the opening down the inside of the leg, another with the opening down one leg, still another with the opening down the outside of the leg, and finally the type with the so-called symmetrical or central opening.

The question is therefore to decide on the type or types on which buyers can most largely concentrate. As far as can be learned, decisions made by some buyers, with this idea of getting at some sort of a standard, tend to favor the construction under which the larger number of suits are made, namely, that with the central opening. A leading nainsook suit which has been widely advertised and in which a large business has been established, is of this general type, and there are a number of well-known knit suits likewise that come under this head. What has become of the Cooper litigation, the settlement of which should have a tendency to clarify the "opening" desired? Such a knotty question, in judicial eyes, at least, may be considered of greater importance than it is in reality. The court's delay is being rightfully criticised.

Steady Advances in Dress Materials

Lightweight staple worsteds have been advanced $2\frac{1}{2}$ to 5 cents a yard; the better grades of heavyweight fancy worsteds 5 to $7\frac{1}{2}$ cents a yard; all ranges of fancy woolen suitings $2\frac{1}{2}$ cents a yard. Serges, $2\frac{1}{2}$ cents a yard. The leading German broadcloth line has been advanced 20 per cent., the stock goods held by the largest French houses marked up 5 to 10 per cent., and several leading lines of French dress goods were withdrawn from sale for spring, 1915, delivery. English manufacturers announce their mills are running and that they will make deliveries in spite of the war. The better grades of domestic dress goods are in sharp demand and merchants are getting busy placing orders.

Linens Scarce and High.

On all linens for immediate delivery the demand is abnormal. The prices for Russian crash are fully 50 per cent. dearer than before the war in Europe became general. Linen canvas and padding are advanced again. Handlers of German, Austrian, Russian, French and Belgian goods obtained the highest mark-ups, because the chances of procuring additional quantities from producing centers are considered very remote. Linens that were not figured as desirable a few weeks ago and fabrics that have been in the hands of importers

for a long time, were absorbed readily. On plain white linens an advance of 20 per cent. was paid. Goods of this kind have not been in active request for months, but now all is changed. Odd widths and patterns that would not be given a second glance a couple of weeks ago were snapped at prices asked without a question. Irish and Scotch linen stocks will doubtless be replenished, but prices are going to be high for a long time to come. During last week prices on these goods were uplifted 10 to $12\frac{1}{2}$ per cent.

Protection of Trade-Marks Regrettable.

Legal measures instituted to protect established trade-marks or brands are necessarily of pertinent interest to every general merchant. The appended explains itself:—

New York, August 14, 1914.

To the Editor.

Dear Sir:—In reference to the decree received by this company against Lucien J. Freud in the United States Court, you have treated the matter very ably. It gives to every fair retailer an insight of what is improper and it also gives notice to the unfair dealer that if he persists in practices like these he will involve himself in trouble.

We regret that we must do what we have done to sustain the integrity of our mark so that it is not imposed upon, to the detriment of the buying public and ourselves. We will be very thankful when litigations of this kind will become unnecessary, and we hope that every merchant will act justly by us and everyone with whom he deals, so that corrections of this nature are needless. The article that you have written regarding this issue should receive wide notice, as the matter is lucidly treated and should be of great benefit in educating merchants to do business in a fair and upright way.

Yours very truly,

THE B. V. D. Co.,
Abraham Erlanger, President.

Official Sweater Scale Sizes.

A dependable scale for sweater sizes has been a matter which has engaged the attention of the experts of the National Wholesale Dry Goods Association for some time. Their results are formulated in the following official statement:—

Philadelphia, August 7, 1914.

To the Editor.

Dear Sir:—For several years a committee on scale of sizes of men's and boys' sweater coats has been working with a view to standardizing the sizes of these goods. The committee has had numerous conferences and voluminous correspondence with wholesalers and manufacturers for the purpose of securing a free interchange of views on the subject, so that the scale, when finally adopted, should represent the views of the majority of the trade who are anxious to have a fair scale of sizes adopted.

It was realized that the adoption of a scale was rendered difficult by the fact that the final size of the garment depended a great deal on the quality and elasticity of the material and the kind of stitch used in manufacturing. The committee realized that the size depended largely on these elements, but at the same time the size situation has

been so unsatisfactory that a standard scale was felt necessary in the interest of consumers, retailers, wholesalers and manufacturers. A tentative scale was made public in January, 1914. This brought about considerable criticism and information enabling the adoption of a final scale on July 15, 1914.

Yours truly,

THOS. A. FERNLEY,
Secretary-Treasurer.

The official sizes were published in this journal, issue of July 27th.

Western Wholesale Stocks O. K. Normal Requirements.

Advices are to the effect that Western merchants are in the primary market buying such imported goods as could be had at a fair figure. As a rule they are not averse to taking on American merchandise of the same character, but being infected with the "imported" they are making a high play for what they can get hold of in the European line. They have not been so successful in their energy warrants. On this and other points Marshall Field & Co., Chicago, in their weekly review of the goods trade, says: "Dry goods trade has been stimulated during the week by efforts of merchants to cover their requirements for the next few weeks of imported merchandise, and domestic merchandise where imported ingredients or raw materials are needed for the manufacture. Wholesalers are restricting the distribution of imported stock of merchandise that are about to be depleted in order to divide them up as much as possible among their customers. Wholesale stocks in general are in good shape to take care of normal requirements for the immediate future. Pri- have advanced on several lines of imported goods to cover the increased change and the advance of nearly per cent. in ocean freight rates high war insurance.

"Dyestuffs are practically all made in Germany and the quantity on hand in this country is very small, only enough to last two or three months, due to the fact that they deteriorate with age, consequently textile manufacturers are making a very serious complication in regard to future production. There are not so many merchants in the market from the cotton growing States who would have been here under normal conditions, and those who were operated conservatively. Many merchants from all other sections have entered the market and have bought what they needed for the next few weeks. The total volume of business for the week compares favorably with that of the corresponding period a year ago.

The weekly review of trade by J. V. Farwell Co., Chicago, follows: "The stability and adaptability of American merchants is being most strongly evidenced by the quickness and calmness with which they have conformed to changed business conditions, brought about so unexpectedly by the European war. The 'sit-tight-and-don't-rock-the-boat-idea' in handling the situation has met with speedy and intelligent response. Merchants in large numbers from all over the country are coming to market

only to buy merchandise, but to gain rate first-hand information in regard pricing their stocks for immediate future sale. The stringent conditions in the dress goods field occasioned the shutting off of importations of nan dyestuffs has given an impetus to the selling of colored dress goods domestic manufacture.

On account of the impossibility of bringing foreign goods and the more normal demand on certain fabrics, as broadcloths, fine French serges, and other goods in which foreign manufacturers lead, prices of ready-made garments are bound to be higher. Increase is also due to the fact that fabric yardage has increased 20 to 25 per cent. on account of long coats and fuller skirts. One leading garment maker has advanced its broadcloths 20 per cent. Others are notifying customers they can take no orders for delivery after September 1st to 15th."

White Goods in Strong Demand.

White goods have become exceedingly popular and will probably be worn freely in the late fall. Merchants and jobbers in the market for everything in these lines, trading has been active and prices have advanced. Organdies for spot delivery in the primary market advanced nearly 2 cents a yard in gray. On finished goods all prices being obtained, some of the finest imported goods having advanced 20 to 25 cents a yard on small sales. There is a demand for dimities, both in cords and checks; piques, principally in narrow-wales; fine ratines and rice cloths. Demand is very unusual at this time of the year.

Call for white ratines is also exceedingly active and inability to supply immediate requirements led to the placing of orders to be delivered as late as October 1st. Narrow wale piques are going rapidly and sales of dimity cords in larger quantities than for years. Merchants are sorting up their lines of fine linens and Persian lawns, besides getting fairly good lots of organdies and muslins. Lines of novelty voiles, running from 14½ to 22½ cents, have been ordered better than anticipated. Ratine and muslin are wanted in the new styles, both in stripes and checks. Lace goods are also being sold generously, and will undoubtedly be wanted for many purposes supplied hitherto by real

New Fabrics and Colors for Fall.

One of the most distinctive features which govern the trend this fall are the numbers of new fabrics offered for use which differ in weave and coloring decidedly from those worn last season. Prominent among these are the corded fabrics which include Bedford cords and corduroy effects woven upon light and very supple foundations. As velvet is scarce, they will be very scarce articles—that is, the goods, but not the domestic goods—become, therefore, very exclusive and high priced. This being a formula of a high-style expert, should be taken with due allowance by the general storekeeper who is in close touch

If you had been in charge of our shipping department the last two weeks you would not ask whether merchants were interested in our various lines. You would know from the number and volume of orders received that they were tremendously interested and sending in such a rush of orders that we have been taxed to the limit to get them out. It is next to impossible to make shipments as promptly as is our usual custom, but the delay will be so little that we don't anticipate any annoyance to our customers. The Coffee Sales have been very large and we believe it is good business for merchants to carry a full stock of desirable Coffee. There are only a few vessels on the way and great uncertainty as to when other vessels will sail. Some of them are loaded but still remain in the port of original entry, not having started on their voyage. No one knows when they will arrive or what will occur to them on the way. We prefer, under these circumstances, to have our Philadelphia warehouses full of Coffee, rather than take chances on these uncertainties.

The stock of Tea in the United States is the smallest for many years and the extra demand caused by the war in Europe is making such inroads in the stock that the desirable Teas are pretty well culled out. Incidents like the following will illustrate the uncertainty of Tea imports at this time: The German ship "Schneefels" carrying an assorted cargo from China to United States, amounting to about \$1,000,000 and containing a large quantity of Tea, was captured by a British ship and taken to Gibraltar as a prize. The ship naturally will be used by the government for its own purposes and the cargo dumped out on the dock or put in a warehouse. Probably in the course of time some arrangements will be made to have it forwarded to its destination in the United States, but you would not want to wait that long to get the Tea that you need for stock. Under these unsettled conditions we believe that it is very much more preferable for merchants to carry a little extra stock and not take the chance of being caught in a corner. The Parke stock contains a full assortment of all kinds of Coffee, Tea, Spices and Extracts, and you can be sure of getting the best service and quality.

L. S. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.



Chocolate You Can Recommend

STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is not simply "good," it's the "best," and you can tell your customers so with confidence. It is the brand which has set the standard of purity and excellence in Europe for over fifty years; the favorite of Royal families; the chosen chocolate of leading hotels and restaurants in both Europe and America.

The secret of making good chocolate cake lies in using good *chocolate*. Tell your customers to use STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE and you'll guarantee satisfaction.

We help you to sell STOLLWERCK'S CHOCOLATE and COCOA by liberal adver-

tising which constantly increases the demand. Write us for materials to make a window and counter display and secure the sales we are sending to you. Feature STOLLWERCK'S COCOA and CHOCOLATE and you will have increased sales and profits besides pleasing your customers.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO

P. S.—Feature this Chocolate packed in 1-oz. squares, each packed individually, assuring convenient and cleanly packing.



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S CHOCOLATE has been the favorite of Europe and America for over 50 years. It's still the best and I recommend it. Try a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

with his trade. The new duvetynes, their reconstructed silk and wool for are superior in quality and weave those shown last year, and are a higher priced. The colors include d toned copper shades, all the new brow greens, grays and plum colorings. T does not sound like a scarcity of f eign dyestuffs, of which so much heard from the inner circles of ma facturers.

Black and black and white combi tions will probably supersede all p arranged plans for the fall fashion c lines because of the war. The af said colors and the hard-to-get pr shades will become the conservative l style notes for costumes for street w Blues, while in view, are not lead Browns have superseded them. Gal dines, Bedford cords and corded eff are the most modish weaves. Pa broadcloths, imitation fur cloths plushes will vie in exclusiveness v velvets, velvetines and velutinas. Ap pos of this, it is well to consider all fabrics are woven with a view to their ultimate adaptability for drap and pleating.

Advance of Twenty Per Cent. Spool Cotton. Sponsors to be Prosecuted.

Sharp advances in certain lines of goods were to be expected for ob reasons. Merchandise that is of do tic origin, and on which no reason excuses can be made for increasing selling price to the consumers other on general principles of the Euro war is in another class. Such adva are condemned by everybody and l been made the subject of investigat by National and local officials. A which recently came to the attentio the Department of Justice, Washing D. C., is thus described:—

A circular issued by the Spo Cotton Co., of New York, a nounces a 20 per cent. advance the price of numerous lines of spo cotton, to take effect August 15 has been received at the Departme of Justice. The wholesale fi which transmits the letter stat that in the face of a large cott crop, and the lack of ocean tra portation, it is unable to apprecia the necessity of an advance in pr of spool cotton.

Just what defense the Spool Co. will put up this journal does pretend to know; but the Depart stated prosecutions will be starte once against them and other alleged fenders in different lines of trade u similar charges.

Mens' Staple and Fancy Shir

Men's shirts are always an impo line for the general merchant; and success and profits depend altogethe the selection of his merchandise how it is exploited and displayed. course, neckwear and other furnis belonging to men have a place in department, but of the details later, as the seasons opens up. In s stripes continue to hold their own spite "phony" patterns introduced firms whose long suit is freaks. T is no great or radical change in co ings—the stripings being blue, g

ge, helio. black and orange. The ple starched cuff is being strongly favored, and the narrow style is preferred by the manufacturers at least. What merchants and the consumer the ultimate judge—will say remains to be heard from.

A great effort is being made to push the mushroom shirt, but with no great success. In short, it is something of a lost. Cross-bar shirts are in the same classification. Men, as a rule, are partial to such creations, unless they are fond of having lace edgings on their underwear. Tango tucks, pleated cross bars and other peculiar terms are used to describe certain shirt fronts, to which the "Willie boys" are partial—not the staple merchandise. The usual plain and pleated bosoms are, of course, included in the new lines—merchandise always salable and with which the general merchant makes no mistake in stocking. There are several improvements on shirts—cut, fit and adaptability that should not be overlooked in making an order.

Hosiery Imports Cut Off.

It is idle to talk of further increase in hosiery imports as long as conditions in Europe remain as at present. Shipments from Germany are out of the question, and no one can tell how long it will be before it may be possible to receive deliveries on orders which have already been placed, says the "Textile Manufacturers' Journal." Of course, the new business of an important nature is equally impossible, so that imported hosiery as a factor in this market is practically negligible.

Low prices made by domestic manufacturers and a fortunate turn of demand to silk goods had prevented a serious rise in the tide of foreign hosiery imports prior to the outbreak of the European war. Our hosiery manufacturers had held their prices down to the bottom and, value for value, they had beaten what the German market had to offer, but at the cost of profits.

It is stated by an authority from Chemnitz that whereas exports to the United States have recorded only a moderate increase in total volume lately, they have been marked by a radical increase in number of individual orders. An American buyer who visits Chemnitz says that this is indicative of less buying by the jobber and more by the retailer. How long the domestic mills would have successfully combatted the foreign will remain an unsolved problem unless the present war is short and decisive.

Some domestic hosiery buyers have revealed that the market was to be deluged with low-priced German goods, and this belief had dulled their interest in the domestic product. Such buyers are now in a serious position and must be satisfied with such domestic goods as they can secure. The lower duty as it now exists was a dangerous menace to the industry, as it rendered the United States a potential market upon which foreign makers might dump quantities of goods when their regular customers refused them, or when American mills and they must raise prices to live.

Such a danger is temporarily eliminated. European wars afford domestic hosiery mills the highest protection that they have ever enjoyed.

Laces and Embroideries in a Flurry.

With the previous announcement that laces and embroideries had returned to favor and would be generously used in the coming season's wear for women, advices now are goods are becoming scarce. Such merchandise as is found in market is being rapidly absorbed at enhanced prices. These stocks, however, will soon be exhausted, and the shut-down on imports has placed this branch of the dry goods business in an acute position. The lace trade in the fall is the heaviest, whereas embroideries are more in demand in the spring and merchants do not want deliveries before January, or December at the earliest. Nevertheless there has been a rush on for laces during the past two weeks, and there is an increased activity in embroideries, and some stocks of imported goods are about cleaned out. American manufacturers in these lines as yet are not cutting much of a figure.

More Activity in Hosiery. Prices Stiffening.

Buyers who have heretofore been placing hosiery orders in Germany, finding their supply effectually cut off, are now purchasing American goods, and in a large way. They have held off until the last moment, and then in order to cover themselves, domestic goods were bought. This has created considerable activity in the hosiery trade, smaller merchants following the lead. There will be a generally improved demand from now on. It is said that the large retailers who have hitherto bought direct in foreign markets, are not being welcomed with open arms by American factors, a disposition being shown to give them a taste of their own medicine.

Reports of contemplated advances in certain lines of hosiery, such as lisle, are rife; but as yet no increase of any moment have been bulletined, though it is believed they will come along later. Should a general improved demand materialize, as is expected, it would not be at all surprising if higher prices for some lines were posted. In view of this, and considering the situation as a whole, the small town merchant, if he has been holding back his order for any reason whatever, will serve his best interests by not losing much time in being booked up for the fall and winter.

Boots Shoes Findings

Fastening Buttons on Shoes.

Button shoes of certain styles are always in vogue for both women and

men. The fall styles, however, show still larger and more varied lines of these shoes than for some time, and they present a trim, natty appearance, which merchants cannot but admire. In respect to the buttons themselves, an authority says they should be fastened on with metal. Thread is used mostly on women's and children's shoes. With thread, the buttons will fall on their side under strain and will give the whole shoe a bad appearance. The metal fastenings will produce the same effect when too long. The metal fastenings will imbed themselves in the leather and quickly wear out the leather at those points. The same is true if instead of the fastenings the eye of the button is extra long. Furthermore, a button that does not set naturally on the buttonhole will destroy the buttonhole quicker than anything else. The metal fastenings keep the shoe in shape better than thread during the side lasting operation.

Uniformity in lasting demands a rigid brace to keep the quarters exactly where they belong in all shoes alike. Only cheap, stretchy quarters call for a yielding brace. In other words, the shoes that are held rigidly during the lasting process, must be adapted to withstand a straining at least 40 pounds. Button shoes are in favor, but in some kinds, such as children's, the cheap button and the cheap fastenings will in due time kill that style of shoe.

The American Shoe a World Beater.

The American shoe is a world beater. Every American manufacturer should nail that banner to the flag pole on his factory. Watch the tremendous development of American shoemaking that is now taking place. During the past six months more new machines, materials and methods have been introduced into American shoemaking than in any former 12 months, says the "American Shoemaker." It may be well to keep a watchful eye on shoe manufacturers abroad. But sight should not be lost, not even for one minute, of the tremendous progress that is being made in American shoe manufacturing. This progress will keep the American shoe a world beater.

Pure Shoe Legislation Not a New Idea.

With all the agitation about the enactment of so-called "pure shoe" laws, which is aimed to govern their construction according to an official or legal standard, it is interesting to note such measures were actually in the books back in colonial days. The Province of Pennsylvania in 1720-1721 not only had such a law, but also made it a crime for a tanner of leather to become a shoemaker or currier. The laws governing the various departments of the business are curious as relics of the past, and it is also interesting to note that Benjamin Franklin was the printer of the law books of the Province of that period.

Chapter 236, folio 201, Section 1 provides that leather insufficiently tanned shall be exported or forfeited. Section 2 says, "Persons using the trade of tanning shall not occupy the trade of

Breezes Bring Business

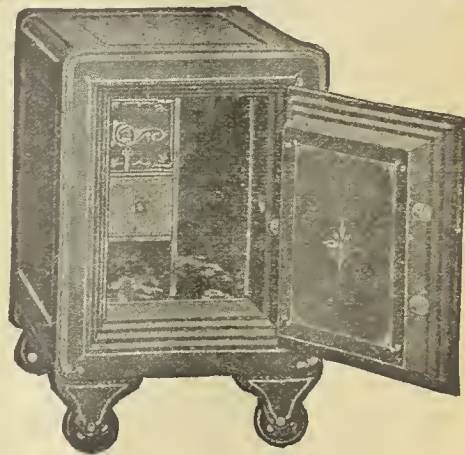
☞ If you have an Electric Fan or two in your store it will be free from flies, inviting to your customers and pleasant to work in.

☞ If you have an Electric Coffee Grinder you can save much time and energy, and you can wait on more customers.

☞ You need Electric service in YOUR store—it means greater economy, greater efficiency and more business.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

Only \$27.50
for This



This is our **Gibraltar** safe that you've heard so much about—our special guaranteed safe that gives you more for your money than any other safe on the market, bar none.

This is No. 125. Outside, 32 x 22¼ x 22¼; inside, 18 x 14 x 12½. Big enough for any ordinary business. Weighs 750 pounds. Absolutely fire proof. We letter your name free.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.

shoemaking or currier." In the third section it sets forth that none but tanners shall buy or contract for skins except those engaged in the art of tanning or carrying leather. No leather or rawhide shall be shipped or exported from the Province except by tanners and curriers, according to Section 4.

The price is placed at nine pence per pound for all well-tanned leather, at a penalty of forfeiture of leather and one shilling per pound for all so sold, in Section 5. It was against the law provided in Section 6 to use or work leather before it had been searched or inspected. Shoemaking was undoubtedly still considered a mysterious art, and provision was made for just what articles were to enter a shoe, as Section 7 reads:—

And be it further enacted by the authority aforesaid, that no person occupying or using the mystery of the shoemaker, shall make or cause to be made any boots, shoes or slippers for sale but of leather well and sufficiently sewed with good thread, well twisted and made and well waxed. Nor shall mingle the over-leather, that is to say, part of the over-leather being of neat leather and part of calves leather. Nor shall put into any boots, shoes or slippers for sale, any leather made of sheepskin, bulls hide or horses hide; or into the upper leather of any shoes or slippers, or into the inner part of any boots (inner part of the shoe excepted) any part of any hide from which the sole leather is cut, called the neck, shank, flange, powle or cheek, upon paying a forfeiture of all such shoes, boots and slippers, to be divided and applied in the manner directed by this act.

Prices in those days were not optional with the manufacturer or retailer, but the statute generously provided in Section 8, which reads:—

That no shoemaker, or any other person, shall take or receive above a rate of six shillings and six pence for a pair of good, well made men's shoes, and five shillings for a pair of good, plain, well-made women's shoes, and so proportionately for all smaller shoes for any person above four years of age, according to their several sizes, to be set and rated by the mayor and aldermen of the city of Philadelphia in their quarterly court of record and by the justices of the respective county within the Province in their respective generally quarterly session of the peace, on paying a forfeiture of such shoes as shall be sold above the rates in this act, directed and limited, and above the several rates that shall from time to time be set and rated by the aforesaid mayor and aldermen and said justices in their respective courts of quarterly sessions, in manner before mentioned.

In the "good old days" one reads and hears so much about the people evidently believed in a law for everything.

Shoe Manufacturers Worried by War.

Advices from Boston say that practically all lines of business in New England have begun to feel the effects of the continental war in a very keen fashion. Many merchants and manufacturers are in a condition bordering on despair. Not only have they seen their foreign shipments held up, but they have re-

ceived numerous cancellations of domestic orders. Embarrassment has been accentuated by the fact that it is impossible to obtain payment for goods which had already been shipped abroad and reached their foreign destination. Marked disturbance has been caused in the boot and shoe trade, extremely heavy cancellations having taken place during the past fortnight. What renders the situation all the worse is the fact that leather has been steadily advancing, owing to the rapidly diminishing supply of calfskins, the bulk of which comes from abroad.

As yet no change in the price schedule of shoes for next spring and summer has been announced; but rumors to that effect are not lacking. It is understood that if the supply of needful raw material is curtailed as rapidly in the future as recently, there must necessarily be a revision of prices; or the substitution of domestic goods to maintain the equilibrium. Just how much this will stimulate American manufacturers in these specialized lines to sell or improve their product up to the required standard—unless it is already on that plane and merely price determines the preference of foreign merchandise—remains to be seen. The prices for the fall will not be changed unless on new or late business.

Shoe Manufacturers in Receptive Mood.

Disturbed conditions in the shoe market have not as yet reached the buying

merchant. He may have imagined something is wrong, with his judgment affected by the current war feeling, but as yet no definite information has been vouchsafed as to future conditions in relation to prices. It is true that along about this time the samples for next spring are supposed to be ready for showing the trade; but manufacturers are not inclined to quote prices, for the simple reason they are in no position to make commitments absolutely. The tentative styles have been illustrated and described, but that by no means determines the market.

It is expected that shoe merchants, knowing the condition of affairs, would place their orders for the spring; but nevertheless they are not doing so. Higher prices are predicted, but at the same time the manufacturers—wholesalers awaiting their decision—are loath to quote figures they could stand by six months hence, unless the warring nations in Europe would cease their fighting and some sort of a peace basis was agreed upon. From the accounts reaching this country, nearly every industry is paralysed, so far as large operations, at least, are concerned; and the sole market for shoes seems to reside here.

A number of remarkably large orders for supplying the needs of the European armies are reported to have been placed here; but on investigation these reports have been found to be baseless. The daily papers are responsible for all of

these supposititious orders, and as they are capable of saying anything at everything—good, bad and indifferent—the source of the information was discounted and disbelieved immediately on the appearance of the reports, the magnitude of which were Munchausenian in their aspect. What a daily will not say on the slightest provocation and on the slenderest showing of facts, is beyond any one's comprehension. So it has been with the shoe situation. As not a single shoe manufacturer has notified the trade they are in straits for anything in the way of supplies, and the only instructions so far ascertainable emanating from the head sources is the effect "all we want is orders."

Hardware Tools Specialties

The Why of Paint and Other Brushes.

In connection with their hardware stock, the general storekeeper, as a rule, has stocks ready-to-use-paints, a subject to which "Modern Merchant and Grocery World" has given considerable space recently. Prominent paint manufacturers, experts and scientists have contributed valuable information from time to time and a number of points have been brought out that have never been published before until they appeared in this journal. Of course, with paints go brushes, of which the merchant should be familiar with. He knows many storekeepers know anything about the bristles in a paint brush, and with some varieties of bristles are better for the carrying and laying on of paint than others. The appended, from "Brush and Handles"—odd name for a paper—is it not?—is of value in this respect.

The Chinese bristle used for paint brushes is either white or black and if the black is natural color or is dyed, it is a wonderful dye, as the bristle will hold its color under any and all conditions of painting, varnishing or cleaning. The Tientsin is soft and solid, fairly uniform in quality, but some of it is very poor.

The Hankows are stiffer, divided into more grades, in all qualities and prices. Then the cock chop, anchor chop and superior Hankow are for fine paint brushes. The Hankows and Tientsins are also mixed considerably for some brushes. Chinese bristles are specified a good deal by the purchasing agents of railroad and other large corporations in buying paint and varnish brushes.

In Russian and Siberian bristle it has some advantage in the flag or tiny split ends, which are used for smoothing, cut the paint. This flag is often long and very fine and on the hog it is a protection, shedding the ice, snow and cold. In Chinese bristle it is much shorter. But in making the paint brushes of the Chinese bristle, the best results as to the flag can be obtained by making the ends come more closely together, some dressing their brush

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

mixtures in $\frac{1}{8}$ -in. sizes, instead of $\frac{1}{4}$ -in.

Russian bristle has more of a barb, like a fish hook, with the hook toward the flag. The barb on it helps to prevent the water, snow and ice from working down on the hog's hide. This is not apparent on the Chinese bristle. In a paint brush the barb also assists in picking up and holding a heavier load of paint and makes the flow more even. The Russian bristle will do finer work, will wear longer and distribute the paint better than a Chinese bristle, even if it is of the same size, shape, weight and length. The Russian bristle of this kind costs more money, and it is worth more. But for certain purposes many consider the Chinese bristles the best.

After serving their purpose, with the bristles pretty well worn down, the old paint brush goes back to the brush manufacturer again, is thoroughly cleared, sterilized and processed, and the bristles are used in hair, hand, tooth and other kinds of brushes. There is quite a trade in old and discarded paint brushes, and they are carefully gathered up and command a price. It is said that the making of brushes is full of "tricks of the trade" most astonishing to the layman.

Great Future of American Hardware. Foreign Stocks Exhausted.

From what has been gathered as heard in the hardware trade, the Continental war is causing no great uneasiness, excepting with buyers of foreign merchandise. A. H. Bryant, secretary and sales manager of the Simmons Hardware Co., Philadelphia, when called upon Thursday last by the "Modern Merchant and Grocery World," in a general talk on the situation, said:—

I cannot say we are feeling any bad effects from the European disturbance. Our export trade with Europe, of course, is absolutely shut off, but it will be resumed just as soon as facilities are provided for the safe transportation of goods. We stand ready at any moment to resume shipments, and are eager to do so, but at the present time the risk would be on the consignee. Orders from South America are greatly beyond the usual requirements, the trade buying as never before, appearing as if they were acquiring stock sufficient to cover five or six months' needs.

It is known that with the exception of a few lines, the great bulk of foreign made hardware is in cheap goods. Cutlery, scissors; in fact, the greater part of the cheapest hardware sold in the American market, is made over there. The supply is now cut off absolutely, and the trade are now turning to American goods and are buying freely. At any time the stock of foreign hardware in this country is not very large; and in times like the present it is quickly absorbed. Merchandise of this character is strictly competitive and I do not believe there is a merchant handling hardware who is particularly proud of selling such lines. They are the cheapest made, and their low price commands a trade with whom quality is a secondary matter. Now American hardware must be used, and a lasting benefit will result from establishing its real merit among those who heretofore were content with the cheap stuff.

I really believe every domestic manufacturer of hardware will have

no trouble in selling promptly all the goods their plants can produce. I am also of the opinion that the manufacturer of any special line which he may have had trouble in marketing simply on account of its higher price, will find his goods moving out more rapidly and selling more satisfactorily. That is, the trade will recognize its merit and it will become a staple article even at the higher figure. There has been no advance in prices on finished goods, but on raw material, yes, a decided increase in cost.

A merchant recently called to see me the other day, a man whose stock consists of foreign hardware, in which he did a large business. His supply of goods had been cut off and his stock shot to pieces in the last few weeks. He went to New York to buy, but found concerns with the goods he had been accustomed to handle refuse to take his order, holding the merchandise for their own customers. The result was he had to turn and purchase American hardware to retain his trade. Here and there a few soft spots appear, especially where the major part of the population are foreigners, as in the coal and mining regions. They are upset and excited, do not care to work, have a little money saved, but are not buying anything at the same time for obvious reasons. All our branch houses throughout the West are doing a splendid business. The West have the riches—the tremendous crops—and are buying generously.

Novel Hardware Poster Display.

Every merchant who is interested in his hardware department sufficient to originate better ways to display or call attention to the stock would find it profitable to give a few of his best thoughts to the problem. One hardware man made a poster display in his store which attracted marked attention and led to increased sales. The idea was this: The manufacturers whom he represented sent him many posters—works of art in printers' ink, some of them as large as life and the store and store windows were decorated with them, and included the National Lead Co.'s Dutch boy painter; Carborundum Co.'s view of Niagara Falls; Sargent & Co.'s embossed signs; Yale & Towne's builders' hardware; Horton Manufacturing Co.'s fishing scenes; Winchester Repeating Arms Co.'s moose and hunting dogs; Starrett & Co.'s tools; Landers, Frary & Clark's household utensils; Firestone, Goodrich and Kelly Springfield Co.'s automobile tires; the Victor Sporting Goods Co.'s poster of Herzog stealing third base; Jerome B. Rice Co.'s seeds; U. M. C. Co.'s pointer; White Mountain Freezer Co.'s view of the White Mountains; Gillette Razor Co.'s life-size signs and Cabot's circle of shingle stains, were prominent ones in the exhibit.

There were hundreds of others, all artistic in their makeup. The collection represented many thousands of dollars spent annually for advertising and was well worth seeing. The exhibit lasted a week, and the dealer's customers were invited to visit it by means of a neatly printed invitation. By sending to the above firms the same posters and other printed matter can be obtained, and it is well worth the trouble of any general storekeeper, either personally or

Shorten the Selling Process

Anything that will shorten the process of waiting upon customers will give your sales clerks more time to wait upon *more* customers. The accepted answer to this selling problem is—advertised goods.

Advertised goods remove the necessity for argument. The purchaser *knows* advertised goods, knows N. B. C. goods, has confidence in them and buys them. Advertised goods eliminate argument and so save lost time.

By one move—the selling of advertised goods—your clerks can sell to three or four people in the time it formerly required to sell to one. Prove it yourself—sell N. B. C. products—they are nationally known—their quality is automatically repeated in every biscuit.

NATIONAL BISCUIT COMPANY

through the manager of the hardware stock, to give a similar exhibition.

Pittsburg (Pa.) Detectives Out for Price Raisers.

Helping the General Probe by Seeking Evidences of Illegal Combination. Bakers Not Advancing Bread. Big Fruit Crops Means Heavy Waste.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., Aug. 20, 1914.

Pittsburg city authorities lost no time in following and co-operating with President Wilson in his efforts to find the cause of the sudden and unwarranted rise in prices of food-stuffs. Acting Mayor Swan announced that a part of the city's detective force would be delegated to aid in the probe to ascertain whether or not there is in this city any combine for the purpose of increasing food prices with the

European war as a cloak. If any hint of such a combine is found the matter will be followed to the finish and prosecutions made. County officials also are active in the investigation.

A bill of equity has been filed against John Herman, Harry Davis, Charles Bauman and officers and members of the Bakery and Confectioners' International Local Union, No. 12, of Pittsburg, by George Burkarth, on August 16th. Burkarth alleges that a boycott has been made against him because he would not sign an agreement stating that he would employ only union labor.

The bakers of Pittsburg will not follow the example of those of some other cities in raising the price of bread as a result of the war. According to their managements,

neither the Ward Baking Co. nor the National Biscuit Co., two of the largest baking firms in this city, are contemplating any change in the price of bread. The manager of the Ward Co. says that he can see no cause for an increase.

State Zoologist H. A. Surface has sent out a warning to the buyers and fruit growers of Southern Pennsylvania. On account of the 'large' crops and low prices of fruit much of it is being left on the trees to rot. On account of the failure of the crops in the Northern country, Dr. Surface says there will soon be an enormous jump in prices. The fact that Europe will also be calling upon us soon for fruit will tend to have the same effect.

Thomas Hanna, aged 68, a grocery dealer of Washington, Pa., died there on August 13th. He is survived by his wife and five children.

P. I. D. U.

Michigan's New Food Law in Effect September 1.

Manufacturers in Michigan and those who sell in Michigan are said to have misunderstood the food law passed by the State Legislature August 14, 1913, governing the stamping of contents on all goods sold in containers. This will cause no little inconvenience and annoyances to the inspectors of the State Dairy and Food Department after September 1st, when they attempt to enforce the law. As drafted, the law provided that the weight of all goods should be stamped on the container. To give the jobbers and retailers an opportunity to sell the great quantities of unstamped goods on their shelves, they were allowed until September 1, 1914, before any prosecutions would be made for infraction of the law. The manufacture of such goods without the containers being stamped, was prohibited after January 1, 1914. Seemingly the manufacturers have misconstrued the law, and think that they may send out their goods unstamped until September 1st. The State Dairy and Food Department is determined to prevent all manufacturers committing any infraction of the law, and the bakers, especially, will be visited, in an effort to enforce the stamping of all containers. Many manufacturers of catsups and meat relishes have been most flagrant in their violation of the law in this respect.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

The Science of Retail Advertising

This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Franklin, N. J., August 5, 1914.
Editor "Science of Advertising."

Dear Sir:—Am inclosing circular which we have issued this week and will be pleased to note your criticism of same.

This correspondent sends a picture postal showing its store to be a decidedly good looking and pretentious establishment—a two-story brick building, with seven or eight bulk windows. The

There is too much display type on the circular. All those boldface lines the top and bottom add nothing to the advertisement. The printer has put a lot of type styles together that one never to have gone together, and detracts from the clean-cut appearance of the advertisement. One headline would have been sufficient—something like "One Week's Bargains at the New Brick Store." Then jump right in and tell about them. I am glad to see that the Zinc Co. have given the regular price of these offerings as well as the reduced price; so many advertisers forget that or don't consider it necessary.

Now I want to show this correspondent how much more interesting he can make his advertising merely by taking a little more time and space to describe his goods. He may not be able to advertise quite so many things at a time, but that makes no difference if he gets more results from those he does advertise. As a matter of fact, if he would cut out some of his boldface lines, he would have extra room enough to follow the plan I am going to suggest to almost all the articles advertised here. Take the first item under the headline "We Also Offer, etc." It appears in the circular now in this way: "Ladies' Fancy Parasols, reg. 75c. and \$1.25, now 39c." Apparently this is a real bargain worth playing up. Wouldn't it have been stronger exploited in this way:

Ladies' Fancy Parasols 39c. Regular 75c. and \$1.25

A splendid bargain. Come quickly, for we haven't so many. Plain brown, black and white, and other green and red stripes. Fancy and plain bamboo handles and splendid quality gros grain silk.

Of course, I have imagined the specifications, but the true ones would probably be just as attractive. Isn't it certain that a woman reading my description of this bargain would feel impelled to look it up than she would by reading the laconic line, "Ladies' Fancy Parasols, reg. 75c and \$1.25; 39c?" It doesn't seem to me to be a matter of opinion, and I should follow this plan throughout the entire circular except perhaps where a list of articles of the same class is advertised, as in the case of American shoes.

ECHOES.

Here's your check for two years subscription you so earnestly requested in your two letters. We are bound and determined to keep that journal right along. There are so many good and helpful articles of information in your valuable paper that any up-to-date merchant is very unwise in not having it come to his store every Monday morning. Wishing you great success and a large increase in subscribers in the coming year.—D. C. McCullough, Son, Shippensburg, Pa.

Old : Home : Week Special Sale!

Sussex County's Newest Store

AUG. 3 TO 8

Bargains Galore at the Big Brick Store

Everybody knows the Quality of the "All-American" Shoes and Oxfords for Men, and it will be to your benefit to take advantage of these special prices.

- | | |
|---|---|
| 5 Pairs Educators and Oxfords, regular price \$4.00 and 4 50; sale price, 2.98 | 12 Pairs Youths' Gunmetal Oxfords, sizes 8 1/2 to 13 1/2, regular price 1.75; sale price 1.39 |
| 10 Pairs Men's Black Vici Kid, Broad Toe Oxfords, regular price \$4.00; sale price 2.98 | 10 Pairs Boys' Gunmetal Oxfords, sizes 2 1/2 to 4 1/2, regular price 2.50; sale price 1.89 |
| 8 Pairs Men's Patent Colt Blucher Oxfords, regular price \$4; sale price \$2.98 | 12 Pairs Ladies' Patent Colt Pumps, reg. 2.75; now 1.98 |
| 6 Pairs Men's Chrome Calf English Toe Oxfords, regular price 4.00; now 2.98 | 8 Pairs Ladies' Gunmetal Pumps, low heel, regular 2.50, sale price 1.99 |
| 8 Pairs Men's Chrome Calf Bump Toe Oxfords, regular price 4.00; sale price 2.98 | 6 Pairs Ladies' Gunmetal Pumps, high heel, regular 2.50 sale price 1.89 |
| 7 Pairs Men's Dull Calf Blucher Oxfords, Armada brand regular price 3.00; sale price 2.49 | The Mayfair Shoe for Women in all leathers and styles—better known as the "Nifty" shoe—\$3.00 |
| 12 Pairs Men's Dull Calf Button Oxfords, Armada brand regular price 3.00, sale price 2.49 | The Kusion Comfort Shoes for women with feet hard to fit. This shoe is no doubt the most comfortable shoe made. Made of black vici leather, and flexible sole. Sale price \$2.50 |
| 12 Pairs Men's Tan Calf Lace Oxfords, Armada brand, regular price 3.00; sale price 2.49 | |

Now a Shoe For The Children

This is problem, we know, but we can solve it. Come in and try a pair of Conformers, the shoe that fits the foot, combined with the style and durability. Price 1.40 and 1.60

Educator Shoes For Men.

We Also Offer a Few Other Specials in the Various Departments

- | | |
|---|--|
| Ladies' Fancy Parasols, reg. 75c and \$1.25, now 39c | 11 Boys' Suits, reg. 2.50 and 3.00, now 1.89 |
| Men's Straw Hats, reg. \$1.25 and 2.00, now 79c and 1.10 | Hoosier Kitchen Cabinets, \$25 |
| Children's Straw Hats, reg. 25c and 50c, now 19c | Round Dining Tables, \$10, 15, 20, 32, 50 |
| Ladies' Plain and Fancy Linen Waists, reg. 50c, now 39c | White Enamel Beds, \$5 to 15 |
| Ladies' Plain and Fancy Voil Waists, reg. 1.00, now 79c | Mattresses, \$3 to 15 |
| Fancy Serpentine Crepe, regular 15c, now 9c | Springs, \$3.50 to 5.00 |
| Plain White Ripplette, regular 20c, now 15c | Crex Rugs, \$5, 7.50, 8.00, 8.50 |
| Crossbar Nainsooks, regular 15c, now 11c | Porch Rockers, \$2.25 |
| Dress Linen, tan, regular 25c, now 19c | |
| Men's Soft Shirts, with and without collars, sizes 14 1/2 to 16 1/2, regular 1.00, sale price 79c | A Full Line of Wear-Ever Aluminum Cooking Utensils. |
| Large assortment of Curtain Scrims, 10c to 25c yard | We carry a full line of Sewing Machine Needles to fit any sewing machine made; 5 for 10c |
| Dress Gingham, checks and plain, 10c and 12c yard | |
| Ferris Waists for Children. | |
| Bathing Suits for Women. | |

We Can Furnish Your Home in 24 Hours

The Big Feature of this Store is *Quality* as well as *Low Prices!*

Look Out for "ZINCO" Souvenirs During Old Home Week.

The New Jersey Zinc Co. Store

(The Home of "Zinco" Coffee) Franklin, N. J.

WILLCOX PRINT, HAMBURG, N. J.

It is our intention to issue a similar list semi-monthly, from now on until after the holidays.

Yours truly,

THE NEW JERSEY ZINC CO. STORES.
J. W. Walters, Store Manager.

circular inclosed measured 9 x 16 inches and was printed on paper that was good enough, except that it was too light in weight. Above is the much reduced reproduction.



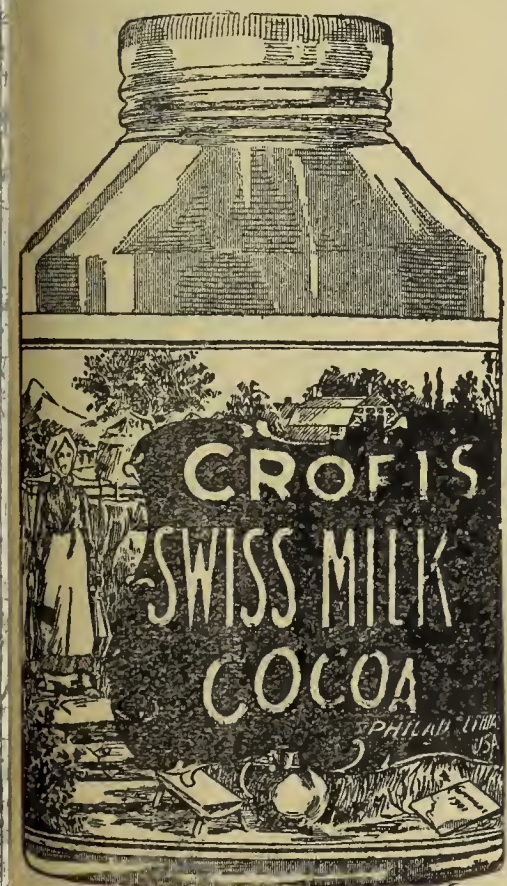
"Every Buyer a Booster"

There are over 8,000 tickled-to-death users of WALKER BINS scattered through the United States. That makes over 8,000 reasons why you can't afford to do business without WALKER BINS. Let us send you the names of grocers in your own town whose up-to-date fixtures are being paid for by the trade you lose with your old-fashioned fixtures. "The Lord helps him who helps himself" and "the Lord help him who doesn't." Rats, mice and bugs are the only "customers" who like an old-fashioned store. If you don't want that kind of trade write for catalogue "G" and learn how to attract human beings.

WALKER BIN COMPANY
Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding
PENN YAN, N. Y.

How to Make Other Cocos as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound
Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

ould be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

ASSOCIATION NEWS.

Pennsylvania Retail Merchants' Association.

Following is the official programme of the eighteenth annual convention of the Pennsylvania Retail Merchants' Association, which will be held at the Hotel Adelphia, Philadelphia, on September 7th, 8th, 9th and 10th next:—

MONDAY, SEPTEMBER 7, 1914, 2.30 P. M.

Meeting of the Mercantile Secretaries' Association of Pennsylvania, Auxiliary to the Retail Merchants' Association of Pennsylvania, in Assembly Room, The Bourse, Fifth and Market streets, Philadelphia. Officers: President, E. O. Spotts, Trenton; vice-presidents, D. J. Crawford, Homestead; C. A. Bell, Pittsburgh; David H. Rankin, Pennsylvania; M. H. Longwill, Meadville; J. W. Rittenhouse, Scranton; secretary, A. M. Howes, Erie; assistant secretary, Reno Schoch, Philadelphia.

SECRETARIES' PROGRAMME.

3.30 P. M.
Reception.
Call to order, President, E. O. Spotts.
Roll call. Minutes last meeting. "Squeezing the Lemons" (conducting a collection bureau). Chapter I, A. A. Wood, Butler, 10 minutes. Chapter II, G. L. Dobie, Bradford, 10 minutes. Conclusion. General discussion, 10 minutes.
"A School for Secretaries." Lulus E. Wilson, of New York (past president, National Association of Commercial Executives). Questions and answers. General discussion. Speakers limited to three minutes.
Preparing for the work of the convention. Lining up of secretaries.
Election. Adjournment.

P. M.
Dinner. All secretaries to be the guests of Reno Schoch, secretary of the Philadelphia Retail Grocers' Association.

P. M.
Fourth annual meeting of the Pennsylvania Retail Grocers in Assembly Room, The Bourse, Philadelphia, Auxiliary to the Retail Merchants' Association of Pennsylvania. This meeting is for all retail grocers and is under the auspices of the Grocers' Association of Philadelphia and Frankford (nearly 1,000 strong). J. W. Gilds, of Easton, will preside.

TUESDAY, SEPTEMBER 8TH.
At Convention Hall, Hotel Adelphia, Thirteenth and Chestnut streets.)

A. M.
Convention and Credential Committees will meet all comers.

10 A. M.
Call to order, by Mr. Edward T. Allen, of Frankford Grocers' Association.

Invocation, Rev. John D. Laird, pastor Frankford Presbyterian church.

Address of welcome on behalf of the city of Philadelphia, Dr. E. J.

Cattell, City Statistician, special representative of the Mayor of Philadelphia.

Address, Col. Sheldon Potter, of Philadelphia, in behalf of commercial Philadelphia. "Commercial Possibilities of Pennsylvania."

Address of welcome in behalf of the Philadelphia Association, Elton J. Buckley, Esq., of Philadelphia.

Response in behalf of the retail merchants of Pennsylvania, Theodore Landsberg, Erie.

Response in behalf of the associations of Pennsylvania, J. W. Rittenhouse, of Scranton.

Introduction of State President, J. Denny O'Neill, McKeesport.

Convention call.
Appointment of committees: Credentials (three); Press (three); Auditing (three); Resolutions (five); Rules (three).

Report of State president.
Report of State secretary.
Report of State treasurer.
Report of State organizers and deputies.

Committee reports.
Roll call for new delegates. Each delegate representing for the first time will answer "present," or limit his remarks to three minutes once.

Discussion.
Committee reports.
Communications.

2 P. M.
Question box.
8 P. M.
Use by delegates of 1,000 free first-class seats at Keith's Million Dollar Theatre.

WEDNESDAY, SEPTEMBER 9TH.

8 A. M.
Committee meetings.
9 A. M.
Call to order.
Minutes of previous day.

Committee reports.

"A Universal Credit Service."
"Credits—How Can We, Through Organization, Help the Merchant (a) to Collect His Accounts; (b) Safeguard His Credits?" J. Arthur Ritchie, secretary Cleveland Retail Credit Men's Company. Questions and answers. Discussion.

Address, "Retail Merchandising," Hon. John Wanamaker, of Philadelphia.

Address, "Store Management." The proper method of computing costs. Increasing efficiency of clerks. Mr. Paul Findlay, of Madison, Wis. Questions and answers. Discussion.

"National Legislation," John A. Green, of Cleveland, Ohio, secretary National Association of Retail Grocers.

Report Retailers' Mutual Fire Insurance Company.
Question box.

3 P. M.
Excursion to Frankford. Inspect properties of the Frankford Grocers' Association. Refreshments.
Entertainment. Convention photograph.

5 P. M.
Special cars to Willow Grove. Musical programme, Sousa's Band of 100 pieces. Amusements.

6.30 P. M.
Supper. Courtesy of the Philadelphia Wholesale Grocers and the Association of Manufacturers' Representatives of Philadelphia.

THURSDAY, SEPTEMBER 10TH.

8 A. M.
Committee meetings.
9 A. M.
Call to order. Election of officers and convention city.
Report of committees.
Address, "When You Buy, Buy

at Home," L. P. Bryant, of Philadelphia.

Address, "The Retailer from the Manufacturers' Standpoint. The Retailers' Proper Attitude Toward Nationally Advertised Goods," Mr. Fred. Mason, Niagara Falls, N. Y.

Pennsylvania Plan. Distribution of awards, C. M. Wessels, of Philadelphia, chairman; Wm. Smedley, of Philadelphia, assisting.

New business.

Adjournment.

Send names and addresses of persons going and all inquiries regarding programme, questions, suggestions, resolutions, reports and credentials to A. M. Howes, State secretary, Erie, Pa.

Write Reno Schoch, secretary Arrangements Committee, 272 to 286 The Bourse, Fifth and Market streets, Philadelphia, regarding reception, hotels, entertainment, railroads, rates and grocers' meeting.

The convention committees are as follows:—

Convention Committee: W. N. Ross, Philadelphia; C. K. Dewees, Philadelphia; O. A. Patterson, Philadelphia; G. W. Murgatroyd, Philadelphia; Geo. K. Sinnamon, Philadelphia; J. F. Jackson, Philadelphia; H. W. Fisher, Philadelphia; Albert Kaiser, Philadelphia; Reno Schoch, Philadelphia; F. B. Farley, Philadelphia; C. M. Wessels, Philadelphia; Edw. T. Gallen, Frankford; Wm. H. Bratton, Frankford; J. A. Edgar, Frankford; C. W. Summerfield, Philadelphia.

Credentials Committee: M. H. Longwill, Meadville; A. E. Case, Pittston; J. A. Slaughaupt, Du Bois.

Pennsylvania Plan Committee to audit the records and to make the awards: F. B. Farley, Philadelphia; C. A. Bell, Pittsburgh; A. A. Wood, Butler.



This Counter Display Stand SELLS Red Seal Lye

Get this stand on your counter and RED SEAL LYE will sell itself as fast as your customers see it. If you're not getting all the sales you want write us. We believe in co-operating with the grocer, and we have the system that stirs up the sales for you.

P. C. Tomson & Co.

29 Washington Avenue
Philadelphia, Pa.



WHAT TO TELL CUSTOMERS

"Try RED SEAL LYE in the handy sift top can. It will help out with your housework in a hundred ways."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Here's Where I Get in the War.

Say, this is some war, ain't it? Seems to me every time I look in the paper I see where somebody's declared war on somebody else. If it wasn't a war it would be a joke, like a lot of kids scrapping in an alley—whenever one of 'em looks crosseyed at the other—biff, declare war on him.

The first thing these blamed kings know, I'll declare war on the whole of 'em. They'd better be durned careful, I'll tell 'em that, and when the thing happens, they needn't come meechin around to my back door trying to call me off. Butting in to my business the way they're doing, with no reason. What did I ever do to them? I've always given 'em all the advice they asked me for and never charged 'em a cent. I wish now I had charged 'em, and when they come to me again I will too.

I never did like these kings—they ain't real folks. Mamma always kicked about me being intimate with 'em. I used to tell her, "they hunt me up, I don't hunt them—when they come around and ask me to go fishing with 'em, I can't turn 'em down, can I?"

But now it's different. They're hurting my business and unless they call it off mighty quick I'll never speak to one of 'em again.

Only last Wednesday three good big orders that I was due to get, were cut right in half, just on account of this measly war. Cut right in half! The first man I went into wasn't going to give me any order at all, but I soon told him what I thought of him.

"You won't, eh?" I said, "like fun you won't! This is your time to order, and you've got to have these goods. If you don't place your order now, you may not get 'em—not at this price anyway. I ain't going to let you hurt yourself if I can help it."

"All the same," he said, "I don't want to place my order now."

"All right," I said, "I'll sleep right here on your floor till I get the order."

That fixed him, and he gave it to me—for half the stuff he really had to have. All the talking I could do didn't move him a bit—he had his mind made up that it was risky to buy goods with this war going on.

"But why?" I said. "I want you to tell me why this infernal war makes any difference to you. You don't sell a cent's worth of goods outside the town, do you?"

"Sure I do," he said, "I do business all through this end of the county."

"Oh I know," I said, "but what of it? You don't sell in England or Germany or any of those other places, do you?"

Of course he didn't.

"Then where do you come in?" I said.

Well, it was upsetting everything—things were going up, and the United States might get in it, and everybody was shaky, and a whole lot of other pipe dreams that didn't come to anything.

"Pooh for all of that!" I said. "If everybody's shaky it's because a lot of glooms like you get all worked up over nothing and talk like you're talking to me now. There ain't any more reason in this war why you shouldn't give me your regular order than there would be if the King of England got a boil on his neck! It's all durnfool talk!"

But half his order was all I could get. And two more of my customers blew the same brand of hot air at me that same day. Not one of 'em had anything to go on. Nothing I could say made 'em see sense, and I talked some, believe me. They didn't know what was going to happen. Any morning they might hear that the Indians had

scalped William J. Bryan and they were afraid. Made me sick!

And when I got home the Friday after that, what did I get from my own house *but more* of it! "Mustn't sell any more futures because we ain't buying a thing now but what we've got to have!" What d'ye know about that? I went at the boss, too, same as I'd gone at my own customers. He didn't have any more reason than they had—he simply didn't know what was going to happen and until he did he was going to lay low. Drat these kings! I scrapped with him until I saw he was getting sore, and then I quit.

Gee whiz, I hope we never get mixed up in any war ourselves. If we go all to pieces over somebody else's war, 5,000 miles away, *anything* could happen if we got in a war of our own.

I just might as well declare war on 'em now as any other time, so here goes—I'll do it. It's done—I'm out now to lick 'em all and I'll make molasses taffy and spearmint contraband of war.

Of course, I'm a gentleman, and I have to give 'em a reasonable time to apologize. How long ought I to give 'em? I never declared war on a king before. Lemme see—well, I'll give 'em till 1925.

THE STROLLER.

Pennsylvania Organization Notes.

All association interest is now centred in the big State convention which will be held at the Hotel Adelphia on September 7th, 8th, 9th and 10th. The programme is varied and full of interesting things. From start to finish it will be of ginger. The programme will be printed in the next issue of the "Modern Merchant and Grocery World." There will be a lot of entertainment, consisting of a the-

atre party, automobile rides, Willow Grove excursion and supper. There will be something doing every minute. Merchants everywhere are invited to come. If you cannot come for all the session come for at least one day.

The following committee has been appointed to audit the report and award the money to the associations under the Pennsylvania Plan: F. B. Farley, chairman, Philadelphia; C. A. Bell, Pittsburgh; A. Woods, Butler.

Associations throughout the State should get in all their reports of merchandise bought from manufacturers under the Pennsylvania Plan and present them to the convention. There are twenty associations. Every association has a good chance.

George W. Brakeman will represent the Union City association at the Philadelphia convention.

The Pottstown association joined the State association. It is a splendid live wire organization and it is doing splendid work. The following have been elected delegates to the State convention: Thomas F. Storm, J. Allen Brakeman and John A. Bunting. Many members will attend the convention traveling by automobile to Philadelphia. The arrangement for the convention will be in charge of William Lamb, chairman; H. Wesley Gull and Morris Weitzenkorn. They will receive a royal welcome.

Secretary E. O'Brien, of the New Castle association, will attend the convention and he will be accompanied by 8 or 9 members of the association.

Both the Reading and Pottstown associations will be represented at the convention by large delegations of visitors in addition to the regularly appointed delegates.

There will be a big theatre party at Keith's Million Dollar playhouse complimentary to the delegates and guests on Tuesday, September 7th. This event has been arranged by the manufacturers in the Pennsylvania Plan.

The supper at Willow Grove on Wednesday, September 9th, is a compliment tendered jointly by the

Wholesale grocers of Philadelphia the Association of Specialty Manufacturers' Representatives. It will be one of the big events of the convention.

The Philadelphia and Frankford Associations have prepared splendid banquets for all visitors.

Headquarters at Hotel Adelphia, the big new hotel, where convention headquarters will be and where sessions of the convention will be held.

Bear in mind that every merchant is welcome to attend the convention. Come and show your strength.

Mr. John Wanamaker will address the convention on Wednesday, September 9th, at 10 A. M. The presence of this king of merchants will be worth listening to.

It will be a big convention; big attendance; big in the quality of delegates; big in ideas; big in results. Come.

Two thousand two hundred and fifty-two policies have been issued by members of the Erie Business Men's Exchange in the Retailers' Mutual Fire Insurance Co. The total line cost of this insurance at current rates would have been \$3,398. Erie members paid in premiums and assessments \$24,004. They have saved \$21,004 in premiums, or 49 per cent. standard rates. The company has paid 48 fire losses in Erie during the past eleven years.

The Erie associations will be well represented at the convention.

The Lancaster Retail Merchants' Association will be represented by



Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated**, **Franklin Dessert and Table**, **Franklin Cube**, **Franklin XXXX Confectioner's** and **Franklin Powdered**, thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton**.

The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

Capacity of Cartons and Containers

Original **containers** of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows;—

FRANKLIN GRANULATED SUGAR is packed:—

2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CARTONS 120 lbs. to the CASE.

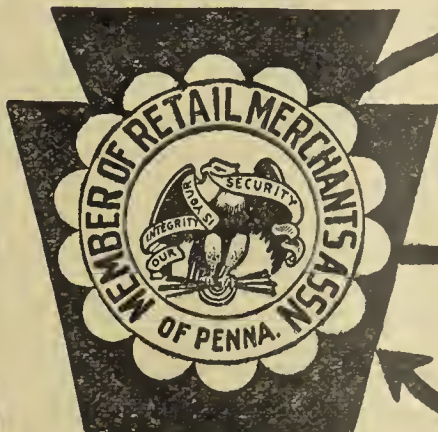
DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with paraffine paper lining) 24 lbs. to the CONTAINER.

CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"When you buy **FRANKLIN CARTON SUGAR** you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Something New Something Better
**Union League
Ginger Ale**

PRICE TO CONSUMER
6-oz. bottle, \$1.00 the dozen
1-oz. " \$1.50 "
4-oz. " \$2.00 "

We have an attractive proposition for the good grocery trade

WRITE DEPT. A
Unbeam Water Company
1937 Market St., Philadelphia

delegates at the State convention. This organization is not affiliated with the State body.

The Business Men's Association of Muncy, Pa., has arranged for a Farmers' Day, on August 26th, and invitations have been sent to all farmers in the district to be the guests of the association. Calhoun's Band will furnish the music for the all day concerts. The two moving picture theatres will be free for that day. There will be a big programme of athletic sports with handsome prizes. R. H. Bell, County Agriculturist, and Prof. S. B. Dunlap, Principal of the Lycoming County Normal School, will address the visitors on the main street from 1.30 to 3 P. M. There will be a big baseball game at the play ground at 3 P. M. At 6.30 P. M. there will be a parade of automobiles. Prizes will be awarded the handsomest decorated car and also the most comic one. A big band concert at 7.30 P. M. All stores will close from noon until 4 P. M.

Muncy is a live town and is trying hard to get in closer touch with the farmers. The slogan of Muncy is "Strive here and thrive." Streets are being paved, signs calling attention to Muncy's attractions are being erected on country roads and all through the influence of the business men. Farmers are responding by dealing with the Muncy merchant. Good work.

Mr. Smedley will address the Freeport association on August 25th.

Imports of Madagascar Lima Beans Into This Country.

The 1913 crop of lima beans in Madagascar amounted to 6,047 metric tons, and the 1914 crop will be approximately 10,200 tons. There were 14,014 acres devoted to the production of lima beans in 1913. In 1913 the export of beans totaled 7,539 metric tons, of which 5,897 tons went to England, 853 tons to French colonies, 307 tons to France, and 109 tons to the United States. Quantities of the beans shipped to England are probably re-exported to the United States. The 109 tons shipped from Madagascar to the United States direct in 1913 were the first direct shipments. Further direct shipments of beans to American ports have been made this year. These beans sell in the United States in competition with California limas.

Apples are very cheap—10 to 60 cents, against nearly twice that last year. The quantity is enormous.



Every Way That Milk Is Used

In all the various recipes and dishes of which milk is a part; for table and general household use, and more especially infant feeding, your customers will use **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**. You can greatly increase your sales if you will keep these brands prominently displayed upon your counters.

Borden's Milks Have Been Famous Since 1857

for their purity and quality. In addition to this established prestige and reputation, continued co-operation by the manufacturer, and constant advertising of **Eagle Brand Condensed Milk** and **Peerless Brand Evaporated Milk** in

the leading magazines and women's publications, in newspapers and periodicals, in street cars and upon billboards, combined with the word of mouth recommendation of satisfied users everywhere, makes **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk** the most popular and fastest selling brands.



Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS OF MILK, both sweetened and unsweetened, are made of the highest grade raw milk by the most modern method of manufacture, and guaranteed **ABSOLUTELY PURE.**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods that we would like to dispose of. They are in perfect condition and are the original packages:—

Aluminum Coffee Percolators. They will make about seven cups of coffee. Well made and usually sold for \$2. Cost \$1.25 each; will sell for each in quantities of fifty. Samples prepaid, \$1.25 each.

300 Butcher's Knives; nine-inch blades; size over all, 13½ inches; unusually good; handle is cocoa wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Each of these splendid for drives, rains or premiums. Address Box Montclair, N. J.

Offer No. 7.

We have for sale one small Counter Mill which cost \$17; will sell for \$9. This mill was only in use ten days. Am now using an electric mill. One Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our old drawn apparatus with motors, the following:—

Double Set Drop Fire Harness, made to order one year ago, best quality and findings; maker has State license and warranted by us A No. 1 every way. Cost \$150; would sell for \$100.

1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
1 cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

We have a refrigerator, 57½ inches high, 24 inches wide and 25½ inches deep, ice capacity about 250 pounds, in good condition. Selling price, \$18.

Also 1 case of 64 5-cent packages of Miller's Lasting Starch, at 2½ cents per package; in good condition.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retailers for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each.. \$5 80
3 Carnation Berry Spoons, \$1.75.. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents..... 2 40

5 Three-Piece Child's Set, 65 cents..... 3 25
6 Sets Dessert Spoons, 96 cents.... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts., Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 24.

I have on hand in good condition:—
5 cases Cake Mix, Oriole, cost \$1.30 per dozen.

3 cases Cruller Mix, Oriole, cost \$1 per dozen.

3 cases Biscuit Mix, Oriole, cost \$1 per dozen.

Will sell for cash, Cake Mix, \$1 per dozen, and Cruller and Biscuit, 85 cents per dozen.

J. WARREN FRAME,
West Chester, Pa.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & CO.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEGERLEIN,
939 Broadway, Camden, N. J.

Offer No. 27.

We have recently discontinued one small grocery we operated and have the following fixtures left, which we would be glad to exchange or sell:—

One 60-gal. Beeman's Automatic Kerosene Tank, almost new, in good condition; cost \$35.

One Richmond Computing Scale, in good condition; cost about \$60 new; we got it in a trade; will sell cheap.

One Willmore Computing Scale; has been used quite a lot, but weighs accurately.

One Letter Press, in good condition. Will sell all or any of the above cheap. Write for prices if interested, or will exchange for any articles we can sell here.

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One dozen 1-pound Libby's Roast Beef, cost \$1.95.

One dozen 2-pound Morris & Co. Roast Beef, cost \$3.50.

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—At once, a filing cabinet, McCaskey or American, and three Lamson cash carriers. Address State College Co-Operative Association, State College, Pa.

WANTED.—Second-hand electric coffee mill, with motor. State price and condition. Address H. G. Pennington, Bloomsburg, Pa. 8

WANTED.—Want to buy a 60-gallon low style steam jacket kettle for butcher department, if in good condition. Address Chas. Shupp, Plymouth, Pa. 10

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—On account of death, general store, coal, lime and cement business, in a growing South Jersey town on P. R. R. electric line, only 18 miles from Philadelphia. Will bear investigation. Address C. E., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

FOR SALE.—General merchandise stock. Good hustling town, great summer resort. Will sell at inventory. Address R. G., 2, care Grocery World Publication Co., 927 Arch St., Philadelphia. 10

FOR QUICK SALE.—Grocery business, stock and fixtures, doing a good cash business. No delivery. Will inventory \$3,000; will sacrifice for \$2,500 if sold at once, in order to go into wholesale produce business. Address Lock Box No. 1, Brockton, N. Y. 23tf

FOR SALE.—Stock of general merchandise, from \$1,500 to \$1,800. Rent of store \$18 per month. Good, clean stock. Located in Pennsylvania on line of Jersey Central. Good hustling town. Address G. W., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 12

FOR SALE.—At Texas City, Texas, fancy grocery and market, doing \$85,000 business yearly. The healthiest country in the South, so indorsed by the United States army. Other business the reason for selling. Don't fail to investigate this. Seven thousand dollars will handle. Address P. O. Box 157, Texas City, Texas. 9

FIXTURES

FOR SALE.—Would like to dispose of Buckeye paper baler, practically new. Price new, \$28; will sell for \$17, f. o. b.

Berwick. Address Floyd Klinetob, Berwick, Pa. 11

FOR SALE.—Two 10-foot sections of Walker patent bins, 3 feet high, with spice cabinet. One counter, with bin in front, 11 feet long. One Star coffee mill. One Bowser oil tank and pump, meas-

uring quart, pint, half gallon and gallon. One 8-pound Dayton computing scale. One 12-pound Dayton computing scale. One cheese cutter and case. One small refrigerator. Address John J. McCormick, Bridgeport, Pa. 9

FOR SALE.—170 gallon tank and Bowser pump, cellar outfit. First-class condition. Address Wm. H. Flowers, Jr., Paulsboro, Gloucester County, N. J. 8

FOR SALE.—We have a Burrough's adding machine, in perfect condition, which has only been used about a year and a half. If we can find a customer for it we will sell at a sacrifice. Address W. E. Drislane Co., Albany, N. Y. 11

FOR SALE.—\$250 National cash register, with individual clerk keys and throws out printed tickets. Practically new. Will sell for \$125. Address Estate of A. F. Stermer, 449 Centre St., Mauch Chunk, Pa. 8

HELP WANTED

HELP WANTED.—Salesman. Old established wholesale grocery house wants

experienced salesman with out-of-town trade. Good inducements to the right parties. State territory. Address K. F., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia, Pa. 15tf

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

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and Trade-marks procured promptly
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Davis & Davis, Washington, D. C.

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THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

| | Price for 5 cases and over | Price for less than 5 cases per case |
|--|----------------------------|--------------------------------------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |



We take First Pick
and Make

PREMIUM HAMS

That's why you and your customers can rely on SWIFT'S PREMIUM HAMS being good all the time.

Grocers who have trouble over the "ham question" are selling hams of questionable quality. There's no question about SWIFT'S PREMIUM HAMS; their tender meat, fine grain and delicious flavor never fail to please and bring trade back for more.

Swift & Company, U. S. A.

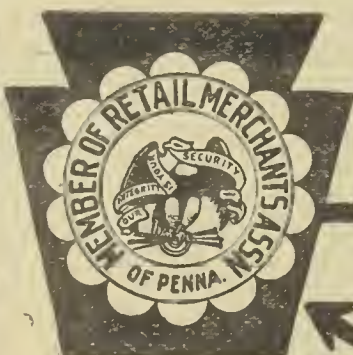


Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our

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Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

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Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

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Harvard College Devises Complete System of Bookkeeping for Retail Grocers

At First Glance Seems Complicated But the College Says It is Not Too Complete to be Practical. Reproductions of All the Blanks Used, With Explanations of These and of the Whole System.

In a recent issue it was reported that Harvard University, convinced that the loose system of bookkeeping prevalent among retail grocers was responsible for at least some of the failures in that line, was about to devise a complete plan of bookkeeping which would keep any retail grocery business straight with a minimum amount of work. This system has now been completed and a set of the blanks and forms furnished to this journal with permission to publish. The Harvard Bureau of Business Research, which devised the plan, supplies the following argument for the system:—

The Harvard System of Accounts for Retail Grocers is simple and substantial. It is no more complicated than the business which it serves. If properly kept, it will show the vital facts about the business. With less than this no grocer should be content. If the system were less complete it would be less practical. If it were less detailed, it would be less useful. But this system does not require an average daily use of more than four accounts, with an average weekly use of eight other accounts. For some concerns the number of accounts used daily and weekly will be even less.

We would suggest your looking over the forms of the system, especially if it is for the first time, in the following order:—

1. Read Publication GP—the Profit and Loss Statement.
2. Look at the Analysis Sheets—Publications GM and GY.
3. Read Publication GX—the Explanation of the Profit and Loss Statement. This last should become your reference pamphlet.

This system of accounts is based upon the cumulative experience of the Bureau in its country wide study of the shoe trade, its preliminary studies of the marketing of other commodities, and its special research in the grocery business. It is given to the trade in exchange for figures from the books of its users. Such figures are treated in strict confidence. No name appears upon them, a number only. Bulletins prepared from tabulations of these figures are sent to adopters of the system furnishing them.

The excellence of this system is not the only argument for its adoption by you. The greatest argument is that before comparisons can be made between figures from stores and groups of stores it is necessary for the retail grocery trade to have a uniform system of accounts. Not until such comparisons can be made can standards be established—standards, for example, for stock turn, sales force, rent and other items. It is in tabulating the fig-

ures and thus establishing standards that our work will be most useful to you. But our success in doing that depends upon the readiness with which you adopt the system and furnish us with your figures.

"Publication GP," the first thing to be read, is here reproduced. In the original it is a printed blank, with dotted lines opposite the various items for the entering of figures showing percentages. It is more convenient to reproduce, however, in this form:—

PROFIT AND LOSS STATEMENT.

| | |
|--------------------------------|----------------------------|
| No. | 191.. |
| (Number only without name) | (Date of filing statement) |
| For period extending from..... | |
| 191.. to..... 191.. | |

A brief explanation after each item is given on this sheet. A fuller explanation is given in the accompanying pamphlet, Publication GX, numbered correspondingly, which it is advisable to read also; where especially advisable, there is after each item a notation—"See Publication GX." Ledger items, 30 in number, are indicated by capitals. Note, however, that only 29 of the 49 numbers on this sheet, will be required as ledger accounts by any retail grocer. The other numbers are for group titles or for items derived by adding, subtracting or multiplying other items. Furthermore, of the 29 ledger accounts, probably not more than four will be used on the average daily, and eight more on the average weekly, by many stores.

MERCHANDISE STATEMENT.

See Publication GX.

1. Gross Sales.—All sales, cash and charge.

Less 2. Returns and Allowances. Merchandise returned by customers, and allowances made to customers for any sort of defect in goods or for return of containers.

3. Net Sales.—Gross sales less returns and allowances (2).

4. Inventory of Merchandise at Beginning of Period.—See Publication GX.

5. Purchases of Merchandise at Billed Cost.—Deduct no cash discount.

6. Freight, Express and Cartage on Purchases of Merchandise.—Incoming merchandise only.

7. Total Merchandise Cost.—Add (4), (5) and (6).

8. Inventory of Merchandise at End of Period.—At billed cost, cash discount not deducted.

Less 9. Discount on Inventory of Merchandise.—Multiply (8) by average cash discount taken on (5). See Publication GX.

10. Depreciation of Merchandise.—However reckoned. See Publication GX.

11. Net Inventory of Merchandise at End of Period.—Subtract sum of (9) and (10) from (8).

12. Net Cost of Merchandise Sold.—Subtract (11) from (7).

13. Profit on Merchandise.—Subtract (12) from (3).

14. Cash Discounts Taken on Purchases of Merchandise.

15. Gross Profit on Merchandise.—Add (13) and (14).

EXPENSE STATEMENT.

BUYING EXPENSE.

16. Salaries and Wages of Buying Force.—Includes that part of salary of proprietor, manager or buyer, proportionate to time given to buying. See Publication GX.

17. Other Buying Expense.—Traveling and other expenses incurred in buying not covered by (16).

18. Total Buying Expense.—Add (16) and (17).

SELLING EXPENSE.

19. Salaries and Wages of Sales Force.—Includes all that part of salary of proprietor, manager or buyer, proportionate to time given to selling, to directing selling and to order collection. See Publication GX.

20. Advertising.—Newspaper, periodical, circular, display, other. See Publication GX.

21. Wrappings and Miscellaneous Selling Expense.—Wrapping paper, cartons, twine, salesman's order blanks, but not containers.

22. Total Selling Expense.—Add (19)-(21).

DELIVERY EXPENSE.

23. Wages of Delivery Force.—See Publication GX.

24. Other Delivery Expense.—Stable or garage expense, including repairs, rent, upkeep, taxes, depreciation and insurance on delivery equipment. Also payments for express parcel postage and contract delivery service—outgoing. See Publication GX.

25. Total Delivery Expense.—Add (23) and (24).

MANAGEMENT EXPENSE.

26. Management and Office Salaries.—Includes that part of salary of proprietor, manager or buyer, proportionate to time given to managing. See Publication GX.

27. Office Supplies and Expense.—Stationery, account books, forms, printing and postage—not advertising.

28. Total Management Expense.—Add (26) and (27).

FIXED CHARGES AND UPKEEP EXPENSE.

29. Rent.—Store and warehouse space, excluding stable, garage, heat, light, power and sub-rentals received. See Publication GX.

30. Heat, Light and Power.—See Publication GX.

31. Insurance on Stock and Store Equipment.—Prorated per period, not for insurance or owned store or on delivery equipment. See Publication GX.

32. Taxes.—On stock and store equipment; not on owned store or on delivery equipment. See Publication GX.

33. Repairs and Renewals of Store Equipment.—Repairs to and upkeep of fixtures, furniture, machines; also new equipment to replace old. See Publication GX.

34. Depreciation of Store Equipment.—Rate per cent. See Publication GX.

35. Total Fixed Charges and Upkeep Expense.—Add (29)-(34).

MISCELLANEOUS EXPENSE.

36. Telephone.

37. Ice and Cold Storage.

38. Other Miscellaneous Expense.—Telegraph; water; care—janitor, cleaning; and sundries not elsewhere covered. See Publication GX.

39. Total Miscellaneous Expense.—Add (36)-(38).

40. Losses from Bad Debts.—Accounts receivable without hope of collection.

41. Total Expense Statement.—Add (16)-(40).

42. Net Profit (or Loss) from Merchandise Operations.—Difference between (41) and (15).

43. Other Profits and Losses.—Profits such as interest on bank balance, sales of packing cases and waste paper, tolls from telephone pay station, rent earned. Losses such as missing goods, damage, theft. See Publication GX. No balance. Loss in red.

44. Total Operating Net Profit (or Loss) of the Period.—Add (43) to or subtract it from (42).

APPLICATION OF TOTAL OPERATING NET PROFIT.

45. Interest on Capital—Borrowed.—From bankers, manufacturer or others.

46. Interest on Capital—Owned.—At current local rate. Never for joint stock companies and corporations. Give amount of capital \$.... and rate per cent. See Publication GX.

47. Dividends on Capital Stock.—Required by corporations and joint stock companies only. Give amount of stock \$....., rate of dividend per cent. See Publication GX.

48. Total Interest and Dividend.—Add (45)-(47).

49. Final Surplus (or Deficit) for the Period.—Add (48) to or subtract it from (44).

Publication GP. Supplement Publication GX. Bulletin No. Bureau of Business Research, Graduate School of Business Administration, Harvard University—1914.

Publications GM and GY—large blanks, ruled for the accounting of accounts. They appear much reduced in connection with this article. The following explanations are given:—

FOR GM.

This Analysis Sheet—Publication GM—is a convenient form showing by days the store's operations in part for one month in accord with the Harvard System of Accounts for Retail Grocers. This sheet does not contain all the accounts of the System, but only those that will be used on the average daily or weekly by many grocery stores. A complete Analysis Sheet for one year in 12 months with statement at inventory is provided in Publication GY on which can be entered the totals taken from this sheet together with the items drawn from the ledger or from other sources. The numbers at the heads of columns correspond to the numbers of Publications GP and GX where they are explained, and to the numbers of the complete Analysis Sheet, Publication GY. It is not recommended that an analysis sheet be used instead of an adequately kept ledger, but it may be used in addition to the ledger to give a summary view of transactions. This Analysis Sheet—Publication GM—is given as a model. All retail grocers are invited to copy it or to have printed copies of it prepared. If preferred, however, additional copies may be secured from the Bureau of Business Research at a moderate price.

FOR GY.

This Analysis Sheet—Publication GY—is a convenient form for showing by months the store's entire operations for one year in accord with the Harvard System of Accounts for Retail Grocers. Provision

so made for the Profit and Loss statement (as outlined and defined in Publications GP and GX) at inventory taken at the end of the year. Many of the entries in the monthly columns (M) will be taken from the Analysis Sheet, Publication GM. The remaining items, such as rent, insurance, taxes and others, will be supplied from the ledger or from other sources. Any of the entries in the statement columns (W, X, Y and Z) will be totals (added horizontally) of the monthly columns. On the statement at the end of the period these will, of course, be the horizontal totals of the monthly columns on this sheet. The item numbers at the extreme left and right correspond to the numbers of Publication GP and GX where they are explained, and to the numbers of the partial Analysis Sheet, Publication GM. Capitals W, X, Y and Z at the heads of the statement columns and at the heads of the monthly columns indicate the proper place of entry in the various columns. It is recommended that an analysis sheet be used instead of an adequately kept ledger, but it may be

thing further. The Bureau of Business Research, Harvard University, Cambridge, Mass., will send the complete system, including blanks, to any grocer free of cost. To those outside the grocery business the price is 50 cents:—

The general scheme of this accounting system is simple. Briefly, the Merchandise Statement (1-15), through its statements of inventory and its accounts for sales and purchases, establishes the amount of gross profit which the business has yielded during the period covered. The Expense Statement (16-41) shows how the expense of conducting the business is distributed in buying, selling, delivering, managing and in meeting fixed charges and upkeep. The difference between the total amount of expense and the gross profit is the Net Profit (or Loss) from Merchandise Operations (42). To it the net balance of Other Profits and Losses (43) is added (or from it subtracted) to obtain the amount of Total Operat-

preserved goods; coffee, tea and spices; dried fruit and nuts; confectionery; essences and extracts; dairy products; beverages and condiments; fruit and vegetables; meat and fish; cigars and tobacco; grain and feed; sundries, such as woodenware and seeds. The accounts for other lines such as hardware, for example, are to be kept separate.

1. GROSS SALES is to be credited with the total daily cash and charge sales of all merchandise, as defined above. Receipts from other sources are credited to Account 43.

If a specific amount is paid by the customer for a container, such as a milk or cream bottle, water bottle, demijohn, molasses jug or box, the amount is to be credited to this account, but, inasmuch as a profit is seldom made on these containers, it is recommended that a separate record be kept of such charges. All refunds for such containers are to be charged to Item 2.

If cash discounts are given by the retail grocer to customers they should be kept in a separate account and deduction from Gross Sales along with Returns and Allowances (2).

returned by the retailer to the manufacturer or wholesaler, nor with allowances made to the retailer by the manufacturer or wholesaler for defects in goods. Such returns and allowances are recorded in Item 5.

3. NET SALES is Gross Sales (1) less Returns and Allowances (2). Dealers who do not keep the returns and allowances account, but simply meet that item when the return or allowance is made, without recording it, will find their total sales figure of the period the Net Sales figure demanded here. This is the item out of which all bills are paid, all expenses met, and all profits received; hence it is the item on which all percentages are based, and therefore is printed on Publication GP as 100 per cent.

4. INVENTORY OF MERCHANDISE AT BEGINNING OF PERIOD is for merchandise only; as defined on page 5, including containers.

This inventory is that brought down from the end of the last period, by whatever method that inventory figure was obtained. For dealers whose accounts were adjusted to this system at that time, it would correspond to Item 11 of

PUBLICATION GM.

ANALYSIS SHEET (One Month by Days) accompanying Publications GP, GX, and GY

| Merchandise | | | | | | Expense | | | | | | | | | | | | | OTHER PROFITS AND LOSSES | | | Day | | | |
|-------------|-------------|-------------------------|-----------|--|--|--|----------------|-----------------------|-------|-----------------|--------------|---|-------|------------------|-------------------------|-------|-----------------------------------|-------------------------------|--------------------------|----------------------|---------------------------------|-----|---------|--------|----------------------------------|
| Day | GROSS SALES | RE-TURNS AND ALLOWANCES | Net-Sales | PURCHASES OF MER-CHANDISE AT BILLED COST | FREIGHT EXPRESS AND CART-AGE ON MDSE. PURCH-ASED | CASH DIS-COUNTS TAKEN ON PURCH-ASES OF MDSE. | Buying Expense | | | Selling Expense | | | | Delivery Expense | | | Management Expense | | | HEAT LIGHT AND POWER | OTHER MIS-CEL-LANE-OUS EX-PENSE | | PROFITS | LOSSES | Net Profit or Loss (Loss in red) |
| | | | | | | | BUY-ING FORCE | OTHER BUY-ING EXPENSE | Total | SALES-FORCE | ADVER-TISING | WRAP-PINGS AND MISCEL-LANEOUS SELLING EXPENSE | Total | DELIV-ERY FORCE | OTHER DELIV-ERY EXPENSE | Total | MAN-AGE-MENT AND OFFICE SALA-RIES | OFFICE SUP-PLIES AND EX-PENSE | Total | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2 | 3 | 5 | 6 | 14 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 43 | 43 | 43 | Day |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | 1 |
| 2 | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| 3 | | | | | | | | | | | | | | | | | | | | | | | | | 3 |
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| 6 | | | | | | | | | | | | | | | | | | | | | | | | | 6 |
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| 8 | | | | | | | | | | | | | | | | | | | | | | | | | 8 |
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| 29 | | | | | | | | | | | | | | | | | | | | | | | | | 29 |
| 30 | | | | | | | | | | | | | | | | | | | | | | | | | 30 |
| 31 | | | | | | | | | | | | | | | | | | | | | | | | | 31 |
| Total | | | | | | | | | | | | | | | | | | | | | | | | | Total |

ed in addition to a ledger to give summary view of transactions. This Analysis Sheet—Publication GM—is given as a model. All retail grocers are invited to copy it or to have printed copies of it prepared. Preferred, however, additional copies may be secured from the Bureau of Business Research at a moderate price.

In addition to the above the Harvard Bureau supplies the following simple and detailed explanation of the plan, so that it can be adapted to any retail business without any-

ing Net Profit (44). The final section (45-49) shows what application is made of this net profit.

In order to maintain the simplicity of the system, no departmentalization of the accounts is made, but any concern which has a business large enough to warrant it can readily adjust the system to show the results obtained in each department. On the other hand, if any accounts called for by this system are lumped together, a confusion will result, which will obscure vital facts.

MERCHANDISE STATEMENT accounts for all groceries and provisions—including staple groceries; bakery goods; package goods; canned and

2. RETURNS AND ALLOWANCES. should be charged, at selling price, for all merchandise returned by customers, whether for cash or credit. The account should be charged also for allowances made to customers for defects of any sort in goods, whether the allowance is a rebate, reduction in price of substitute goods or credit to the customer's account. All refunds to customers for containers, such as milk bottles or water bottles, which are returned, should be charged to this account, but a separate record of such refunds is recommended.

Note that this item has nothing whatever to do with merchandise

their last preceding statement. In connection, therefore, with this section, it would be well for all dealers, and those in charge of dealers' accounts, to read or reread Sections 8-11.

An inventory at least once a year is earnestly recommended.

5. PURCHASES OF MERCHANDISE AT BILLED COST is to be charged with the face of the invoices of merchandise as defined on page 5, including containers, without the deduction of any cash discount. (Cash discounts are discounts taken for early payment of bills. Trade discounts are discounts that appear on the face of the bill and are received whether

payment is made early or late; they should never appear in any account.)

This account is to be credited with any returns of merchandise made to manufacturer or wholesaler and with any allowance for defects in goods received from manufacturer or wholesaler.

6. FREIGHT, EXPRESS AND CARTAGE ON PURCHASES OF MERCHANDISE includes all freight, express, drayage, parcel postage and other transportation charges on incoming merchandise, whether paid to the transportation agent or to the shipper. If a team is kept solely for hauling incoming merchandise, the expense

downs, see Sections 9 and 10. If these items are not kept separate, there will be no inventory entry here, but in Item 12 only.

9. DISCOUNT ON INVENTORY OF MERCHANDISE at the end of a period is obtained by multiplying Item 8 by a discount equal to the average rate of cash discount taken on purchases. For example, if on purchases of \$40,000 during the period cash discounts amounting to \$400 have been taken, the average cash discount is 1 per cent. If the Inventory of Merchandise at End of Period is \$4,000, there is a Discount on Inventory (9) of 1 per cent. of \$4,000, or \$40. That is, \$40 of the

ent from Depreciation of Merchandise (10) and that dealers taking no discounts would have no Discount on Inventory, whereas all dealers have some depreciation, whether they record it or not (see Section 10).

10. DEPRECIATION OF MERCHANDISE is not insisted upon by the Bureau of Business Research, nor indeed is any depreciation account essential to the adoption of the Harvard System of Accounts for Retail Grocers. Because of the rapid stock turn and absence of any style risk, depreciation is relatively less important in the grocery business than in the shoe business, for example. What

from Net Sales (3). To this profit Cash Discounts Taken on Purchases of Merchandise (14), which is really a deduction from cost, is added to obtain Gross Profit on Merchandise (15). If instead of Purchases of Merchandise at Billed Cost (5) the net cost, that is, with cash discounts deducted, had been used, and a cost had been used for the Inventories of Merchandise (4) and (8), then Profit on Merchandise (15) would be identical with Gross Profit on Merchandise (15). This will also be the case if the dealer takes none of his cash discounts.

14. CASH DISCOUNTS TAKEN ON PURCHASES OF MERCHANDISE is to

PUBLICATION GY.

ANALYSIS SHEET (One Year by Months, with Statement at Inventory) accompanying Publications GP, GX, and GM

| Item | Fill in M Columns Monthly (Many of these entries will be totals from Publication G.M.) Fill in W, X, Y, & Z Columns at Inventory (Many of these entries will be cross totals of the M columns) | Month of | Month of | Month of | Month of | Month of | Month of | Month of | Month of | Month of | Month of | Month of | Profit and Loss Statement at Inventory of (End of Period) | | | | | 191 |
|---|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|---|---|---|---|-------|
| | | | | | | | | | | | | | | W | X | Y | Z | % |
| | | M | M | M | M | M | M | M | M | M | M | M | M | | | | | |
| Merchandise Statement | | | | | | | | | | | | | | | | | | |
| 1 | GROSS SALES | M & Y | | | | | | | | | | | | | | | | |
| 2 | RETURNS AND ALLOWANCES | M & Y | | | | | | | | | | | | | | | | |
| 3 | Net Sales | M & Z | | | | | | | | | | | | | | | | 100.0 |
| 4 | INVENTORY OF MERCHANDISE AT BEGINNING OF PERIOD | X | | | | | | | | | | | | | | | | |
| 5 | PURCHASES OF MERCHANDISE AT BILLED COST | M & X | | | | | | | | | | | | | | | | |
| 6 | FREIGHT, EXPRESS, AND CARTAGE ON PURCHASES OF MDSE. | M & X | | | | | | | | | | | | | | | | |
| 7 | Total Merchandise Cost | Y | | | | | | | | | | | | | | | | |
| 8 | Inventory of Merchandise at End of Period | X | | | | | | | | | | | | | | | | |
| 9 | Discount on Inventory of Merchandise | W | | | | | | | | | | | | | | | | |
| 10 | Depreciation of Merchandise | W | | | | | | | | | | | | | | | | |
| 11 | NET INVENTORY OF MERCHANDISE AT END OF PERIOD | Y | | | | | | | | | | | | | | | | |
| 12 | Net Cost of Merchandise Sold | Z | | | | | | | | | | | | | | | | |
| 13 | Profit on Merchandise | Z | | | | | | | | | | | | | | | | |
| 14 | CASH DISCOUNTS TAKEN ON PURCHASES OF MERCHANDISE | Z | | | | | | | | | | | | | | | | |
| 15 | Gross Profit on Merchandise | Z | | | | | | | | | | | | | | | | |
| Expense Statement | | | | | | | | | | | | | | | | | | |
| Buying Expense | | | | | | | | | | | | | | | | | | |
| 16 | SALARIES AND WAGES OF BUYING FORCE | M & X | | | | | | | | | | | | | | | | |
| 17 | OTHER BUYING EXPENSE | M & X | | | | | | | | | | | | | | | | |
| 18 | Total Buying Expense | M & Y | | | | | | | | | | | | | | | | |
| Selling Expense | | | | | | | | | | | | | | | | | | |
| 19 | SALARIES AND WAGES OF SALESFORCE | M & X | | | | | | | | | | | | | | | | |
| 20 | ADVERTISING | M & X | | | | | | | | | | | | | | | | |
| 21 | WRAPPINGS AND MISCELLANEOUS SELLING EXPENSE | M & X | | | | | | | | | | | | | | | | |
| 22 | Total Selling Expense | M & Y | | | | | | | | | | | | | | | | |
| Delivery Expense | | | | | | | | | | | | | | | | | | |
| 23 | WAGES OF DELIVERY FORCE | M & X | | | | | | | | | | | | | | | | |
| 24 | OTHER DELIVERY EXPENSE | M & X | | | | | | | | | | | | | | | | |
| 25 | Total Delivery Expense | M & Y | | | | | | | | | | | | | | | | |
| Management Expense | | | | | | | | | | | | | | | | | | |
| 26 | MANAGEMENT AND OFFICE SALARIES | M & X | | | | | | | | | | | | | | | | |
| 27 | OFFICE SUPPLIES AND EXPENSE | M & X | | | | | | | | | | | | | | | | |
| 28 | Total Management Expense | M & Y | | | | | | | | | | | | | | | | |
| Fixed Charges and Upkeep Expense | | | | | | | | | | | | | | | | | | |
| 29 | RENT | M & X | | | | | | | | | | | | | | | | |
| 30 | HEAT, LIGHT, AND POWER | M & X | | | | | | | | | | | | | | | | |
| 31 | INSURANCE ON STOCK AND STORE EQUIPMENT | M & X | | | | | | | | | | | | | | | | |
| 32 | TAXES | M & X | | | | | | | | | | | | | | | | |
| 33 | REPAIRS AND RENEWALS OF STORE EQUIPMENT | M & X | | | | | | | | | | | | | | | | |
| 34 | DEPRECIATION OF STORE EQUIPMENT (Rate — %) | X | | | | | | | | | | | | | | | | |
| 35 | Total Fixed Charges and Upkeep Expense | M & Y | | | | | | | | | | | | | | | | |
| Miscellaneous Expense | | | | | | | | | | | | | | | | | | |
| 36 | TELEPHONE | M & X | | | | | | | | | | | | | | | | |
| 37 | ICE AND COLD STORAGE | M & X | | | | | | | | | | | | | | | | |
| 38 | OTHER MISCELLANEOUS EXPENSE | M & X | | | | | | | | | | | | | | | | |
| 39 | Total Miscellaneous Expense | M & Y | | | | | | | | | | | | | | | | |
| 40 | LOSSES FROM BAD DEBTS | M & Y | | | | | | | | | | | | | | | | |
| 41 | Total of Expense Statement | M & Z | | | | | | | | | | | | | | | | |
| 42 | Net Profit (or Loss) from Merchandise Operations | Z | | | | | | | | | | | | | | | | |
| 43 | OTHER PROFITS AND LOSSES | Z | | | | | | | | | | | | | | | | |
| 44 | Total Operating Net Profit (or Loss) of the Period | Z | | | | | | | | | | | | | | | | |
| Application of Total Operating Net Profit | | | | | | | | | | | | | | | | | | |
| 45 | INTEREST ON CAPITAL — BORROWED | M & Y | | | | | | | | | | | | | | | | |
| 46 | INTEREST ON CAPITAL — OWNED | Y | | | | | | | | | | | | | | | | |
| 47 | DIVIDENDS ON CAPITAL STOCK | Y | | | | | | | | | | | | | | | | |
| 48 | Total Interest and Dividends | Z | | | | | | | | | | | | | | | | |
| 49 | Final Surplus (or Deficit) for the Period | Z | | | | | | | | | | | | | | | | |

therefor should be charged to this account.

Note that this is for incoming charges only, in getting the merchandise to the store, and for merchandise only, and that it is a merchandise charge and not an expense. Outgoing transportation charges, which are an expense, are charged to Other Delivery Expense (24), and incoming transportation charges on office supplies are included in Account 27. Likewise transportation charges on replacements (not additions) of equipment are included in Accounts 24, 30 and 33, according to the nature and function of the equipment.

7. TOTAL MERCHANDISE COST is the sum of Inventory Merchandise at Beginning of Period (4), Purchases of Merchandise at Billed Cost (5), and Freight, Express and Cartage on Purchases of Merchandise (6).

8. INVENTORY OF MERCHANDISE AT END OF PERIOD is to be taken at billed cost without the deduction of any cash discount, and with no cut-down whatever—the original billed cost, undiscounted. For discount on inventory and depreciation and cut-

total cash discounts taken have not yet been earned. For cash discounts are not earned, even though taken, until the merchandise on which they are taken has been sold.

What a dealer really does in taking a cash discount is to pay the manufacturer or wholesaler less for his merchandise than he would have paid had he paid later. Not until the dealer has been reimbursed for his payment by his customer does he really get this difference known as discount. If Discount on Inventory is not deducted from the amount of inventoried merchandise, the present value of this merchandise will be by so much inflated; the cost will appear to be greater than it actually was at the time the merchandise was purchased. Hence merchandise at billed cost still in the dealer's stock at inventory, though cash discounts have been taken on it, must be reduced in value by the average cash discount taken. Discounts earned, of course, will be a part of the total of Cash Discounts Taken on Purchases of Merchandise (14).

Note that Discount on Inventory of Merchandise is absolutely differ-

ent from Depreciation of Merchandise (10) and that dealers taking no discounts would have no Discount on Inventory, whereas all dealers have some depreciation, whether they record it or not (see Section 10).

11. NET INVENTORY OF MERCHANDISE AT END OF PERIOD results from subtracting the sum of Discount on Inventory of Merchandise (9) and Depreciation of Merchandise (10) from Inventory of Merchandise at End of Period (8).

If these items are not kept separate—if, for example, the amount allowed for depreciation is lost in the inventory and no discount on inventory is taken—there will be no inventory entry for Item 8, but for Item 11 only.

12. NET COST OF MERCHANDISE SOLD results from subtracting Net Inventory of Merchandise at End of Period (11) from Total Merchandise Cost (7).

13. PROFIT ON MERCHANDISE can now be obtained by subtracting Net Cost of Merchandise Sold (12)

credited with all cash discounts taken on purchases of merchandise. Cash Discounts Taken on Purchases of Merchandise is really a deduction from the cost of merchandise. Here, however, because of the custom of the trade, cash discounts are considered as an additional profit and are added to Profit on Merchandise as explained in Section 10. For the treatment of the part of these discounts taken but not earned, see Discount on Inventory (9).

Frequently cash discounts are recorded in the same account with interest—"Interest and Discounts." This is objectionable, for interest figures are desired in Account 46, and therefore only discounts should appear here.

A record of cash discounts is available but not taken—cash discounts lost—will be found of use.

15. GROSS PROFIT ON MERCHANDISE, the sum of Profit on Merchandise (13) and Cash Discounts Taken on Purchases of Merchandise (14), completes the merchandise statement.

EXPENSE STATEMENT is the main division of the Profit and

ement, covering Items 16-41. It
 ounts for the expense incurred
 marketing the merchandise, just
 the preceding main division—
 chandising Statement (1-15)—
 ounts for the cost of the mer-
 dize, the sales and the gross
 it. Every expense incurred has
 be charged somewhere, and the
 s on which the charges are made
 nction. Is the expense incurred
 buying, selling, delivering or
 aging, or is it a fixed charge or
 eep expense? The answer is
 uly self-evident and the proper
 unt is then at once apparent.
 UYING EXPENSE is that part of
 expense incurred in selecting
 ordering merchandise. Buying
 function entirely distinct from
 ng or managing and should
 efore be separately accounted

he time spent in buying might
 e been put into other pro-
 ive work. Just as your capital
 t pay interest and your store pay
 nights and Sundays, so must
 business pay for buying
 ther or not it is done by pro-
 or or manager and at whatever

SALARIES AND WAGES OF BUY-
 FORCE is to be charged with the
 of the salary of the proprietor,
 e partners, manager or buyer,
 of wages of salesforce and
 e force that is proportionate to
 ime given to buying.

ying includes time given not
 to buying trips, to the inspec-
 of samples and to ordering, but
 to the examining of stock and
 e making up and examining of
 records.

for example, the proprietor
 ates that altogether he gives
 fourth of his time to buying,
 idicated above, then one-fourth
 salary should be charged to
 account (16). Similarly, the
 ated number of hours per week
 y any member or members
 e sales force or office force to
 ag should be so charged.

ote that every proprietor or ac-
 partner should charge as an
 use to the business, before any
 rofit is reckoned, a salary for his
 services for buying, selling and
 aging equivalent to what he
 d receive from an employer for

If merchandise is taken from
 tore by the proprietor or part-
 for family consumption, the
 of the merchandise should be
 ded in the salary charged. This
 y is to be distributed at the
 of the period, if not before,
 een Salaries and Wages of
 ng Force (16), Salaries and
 es of Sales Force (19) and
 agement and Office Salaries
 in proportion to the time de-
 l to each of those three func-

OTHER BUYING EXPENSE should
 charged with the traveling ex-
 e of buying trips, and other ex-
 e incurred in buying, not cov-
 y Item 16; e. g., buying forms
 stock-keeping forms.

TOTAL BUYING EXPENSE is the
 of Items 16 and 17.

LLING EXPENSE is the expense
 eating a demand for the mer-
 dize, of taking the orders,
 ing the goods and of wrapping

e importance of accounting for
 expense no one questions. The
 ings of selling expense, how-
 have been found to be so di-
 that sub-divisions and the
 ardization of these sub-divi-
 are essential if comparisons
 o be made.

SALARIES AND WAGES OF SALES
 e is to be charged with wages
 other remuneration (such as
 missions or bonuses) of sales



Sell Borden's Milks for Cooking Purposes

BORDEN'S EAGLE BRAND CONDENSED MILK and *BORDEN'S PEERLESS BRAND EVAPORATED MILK* should also be sold by you for cooking purposes. Do not be satisfied to let your customers use *BORDEN'S MILKS* only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. *BORDEN'S EAGLE BRAND CONDENSED MILK* is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of *EAGLE BRAND* have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will **PUSH THE SALE** of *BORDEN'S BRANDS*.



BORDEN'S BRANDS, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely *PURE*.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"*BORDEN'S BRANDS*, both sweetened and unsweetened, are made from the **HIGHEST GRADE** raw milk by the most modern process of manufacture and are guaranteed **ABSOLUTELY PURE**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

persons, order takers and all others engaged in selling, both as regular and extra force; also with the part of the salary of the proprietor, active partners or manager and of the wages of the office and delivery force proportionate to the time given to selling. If, for example, a delivery clerk spends one-half of his time in the store waiting on customers and in taking orders, one-half of his wages should be charged to Salaries and Wages of Sales Force (19) and one-half to Wages of Delivery Force (23). Similarly, if a bookkeeper spends part of his time in taking telephone orders, a proportionate part of his salary should be charged to Item 19.

20. ADVERTISING should be charged with expenditures for:—

(a) Space in newspapers and periodicals.

(b) Circulars and postage on circulars; space on street car cards, on billboards and on local programmes.

(c) Advertising novelties, trading stamps, charitable donations, window displays and operating and lighting electric light signs. Window rent, if incurred, any miscellaneous advertising, such as decorations and merchandise given to customers to attract trade should be charged here.

Grocers doing considerable advertising may find it worth their while to divide this account, either regularly or at the end of the period, into three, as above—(a) Newspaper; (b) Circular, and (c) Other.

21. WRAPPING AND MISCELLANEOUS SELLING EXPENSE should be charged with purchases of wrapping paper, cartons, twine, salesmen's order blanks and any other item of direct selling expense not covered by Sections 19 or 20.

Note purchases of containers, such as bottles and jugs, are not to be charged here, but to Purchase of Merchandise at Billed Cost (5).

22. TOTAL SELLING EXPENSE is the sum of Items 19-21.

DELIVERY EXPENSE is the expense of carrying goods which have been sold from the store to the residence of the customer or to other destination. It includes all expense incurred in transporting outgoing merchandise, whether by owned equipment or by hired service.

23. WAGES OF DELIVERY FORCE is to be charged with wages of regular or part time employees engaged in delivery, and with the part of the wages of any others, whether in sales force or office force, proportionate to the time given to delivery work. If, for example, a clerk spends one-half of his time in selling or order collecting and one-half in delivery, one-half of his wages should be charged to Salaries and Wages of Sales Force (19) and one-half to Wages of Delivery Force (23). Again, if a clerk in the office gives one-third of his time to checking delivery slips, one-third of his wages should be charged to this account (23). If a shipping clerk is employed to inspect and check up outgoing packages, his wages are to be charged to this account.

24. OTHER DELIVERY EXPENSE is to be charged with all stable or garage expense, including repairs, rent, upkeep, taxes on delivery equipment, replacements of order baskets and a fair depreciation charge on the whole delivery equipment. If the stable or garage is owned, rent should be charged to this account equivalent to the amount it could be rented for to others. All expense for insurance of stable, garage and of other delivery equipment is to be charged here. This account should also be charged with pay-

(Continued on page 17.)

The New York Letter

Trade Interested in Proposed Embargo on All Food Exports. Wheat and Flour Touch Highest Point Yet. No Conspiracy to Advance Prices Found to Date. Investigation Proceeds But Is Not Prolific.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Aug. 28, 1914.

The trade here are very much interested in the plan emanating from several quarters of the nation to settle the food question in this country by placing an embargo upon all exports until the European situation straightens itself out. As published in last week's issue, there is a bill pending in Congress along this line. It is understood here that large quantities of food products have been stored all over the United States in spite of the large domestic demand for it and the present high prices, merely in the expectation that foreign countries would want it when they got back to working again and would be willing to pay high prices.

If an embargo could be placed upon all food exports for an indefinite time, there would no longer be any incentive to store this; in fact, the holders would have to bring it out and get rid of it within the legal limit or have it on their hands. It is claimed that there is nothing in the United States Constitution to prevent an absolute embargo on all exports in a given line, although there is a provision which would prevent discrimination between the States.

On Wednesday wheat and flour touched about the highest point reached during the war. Wheat touched \$1.25 per bushel, with prophecies freely made that it would go to \$1.50. The increasing foreign demand and the continued refusal of farmers to sell were given as the reasons for the advance. Flour also touched a high point, with prophecies of even higher prices. In one day some millers advanced 50 cents per barrel, holding spring flour at \$7 a barrel in a large way. This is \$2.75 higher than before the war opened. The holders of flour are expecting an enormous demand from abroad; in fact, they say this has already set in. The countries that want American flour are Norway, Great Britain, France, Spain,

Italy, Portugal, Greece and Turkey. The question of financing sales is still pressing, but as soon as it is disposed of all these countries will begin to buy very heavily, and prices here are almost certain to advance still further.

From all information obtainable, the United States District Attorney's office has found no evidence of any illegal conspiracy to advance the price of food. Roger B. Wood, Esq., Assistant District Attorney, who has been in charge of the investigation, issued a statement during the week that "no evidence of conspiracies to force up the price of food has been disclosed which would warrant criminal action by the Government." This is taken to mean that there will be no attempt to indict anybody.

Mr. George W. Perkins, chairman of the Mayor's Committee on Food Supply, issued a statement during the week expressing the opinion that the present advances in food products have been coming on for a long while, and would have come on anyway in a short time, even if the war had not broken out. Mr. Perkins says it is the housewife who should be indicted, because she went into the market as soon as the papers began to talk high prices and bought ten times as much of certain commodities as she would ordinarily have bought. This is particularly true with sugar, and according to Mr. Perkins it is mainly responsible for the advance.

The price inquiry before Chief Magistrate McAdoo has continued during the week. One of the products investigated was meat, and a number of other packers' agents were examined. The gist of the testimony appeared to be that advances in meats had occurred because packers were holding back the cattle for a better price.

Apparently this disposition extends even to Argentine Republic, where, before the war, beef sold at

from 8 to 9 cents against 10 cents now. But little beef is coming into this country from Argentine Republic at the present time owing to the difficulty of financing shipments.

The advances in flour were looked into, and a number of millers' agents were permitted to testify. George A. Zabriskie, New York agent for the Pillsbury Mill, said there was no combination among the millers, and in his judgment but little speculation. He blamed the advance principally upon the housewife who went to the market in large numbers at an outset and by making extraordinary purchases nearly tripled the demand, thus putting up the market on herself.

Mr. Zabriskie favored placing an embargo on an exportation of wheat and flour. He thought it might go to \$10 per barrel if the war continued for any time.

Pittsburg (Pa.) Mayor Wants to Sell Food to Consumers at Low Prices.

Asks City to Appropriate \$25,000 for This Purpose. Would Make Moderate Profit. Ordinance Introduced to Prevent Advances.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa.,

August 27, 1914.

The Mayor of Pittsburg asked Councils to appropriate \$25,000 with which to buy food products to be sold to the public at small profit. The selling is to be in charge of the Department of Public Works, and will be through distributing stations centered about the city.

Another plan to be tried in shape with the introduction Tuesday of the same ordinance which Chicago Councils passed the day before. Its text is as follows:

Section 1. Be it ordained and enacted by the city of Pittsburg, Council assembled, that it shall be unlawful for any person, firm or corporation to buy up or cause to be bought up, while on their way to market or to any dealer in such goods within the city, any meat, poultry, fish, butter, eggs, cheese, lard, milk, vegetables, flour, or sugar, fruits or any other food stuffs or provisions with intent to withhold same from sale in an open market in order to create a scarcity of such article or articles, commodities, foodstuffs or provisions, or for the purpose of controlling or artificially fixing or enhancing the market value of said article or articles, and it shall likewise be unlawful to contract for the control of such

le or articles, commodities, food-
uffs or provisions so as to create
scarcity of same.

Sec. 2. That it shall be unlawful
r any person, firm or corporation
buy up the articles, commodities,
odstuffs or provisions named in
ction 1 hereof after the same have
en placed on the market or into
e hands of dealers for sale to com-
mers for the purpose of with-
awing same from sale in order to
eate a scarcity of same, or to hin-
r or delay the sale of same in
ch a way as to create an artificial,
bitrary or unnatural advance in
ice.

Sec. 3. It shall be unlawful for
y person, firm or corporation, that
all be the owner thereof, to store,
cause to be stored in any public
private warehouse or storeroom
ith intent to withhold from the
en market and to create a scarcity
erein any foodstuffs.

Sec. 4. Any person, firm or cor-
oration that shall violate any of the
ovisions of this ordinance shall
subject to a fine of not less than
o nor more than \$200, to be re-
vered before any police magistrate
the city of Pittsburg, and such
olation each day that the same shall
ntinue shall be regarded as and
all constitute a distinct and sepa-
te offense.

t the semi-monthly meeting of
Stewards' Club of Pittsburg, on
gust 20th, it was decided to
e the prices in hotels, clubs and
aurants if the price of food-
fs is not lowered by September
1.

oolworth's 5-and-10-cent store
e have a window full of granu-
d sugar in 5-pound bags at 5
ts a pound, only one bag to a
omer and sold only on Saturday
t at 6 o'clock P. M.

S.

tum Cereal Co. Now Have One
Price to All.

he Postum Cereal Co. has joined the
s of the "One-Price-to-All" con-
ent in the food trades. A circular
been sent to the trade reducing basic
es of 20 cents a case on Post Toast-
but quoting the scale as applying
any quantity." Jobbers are now
e to pay \$2.10 and \$2.30, according
arton size, and retailers \$2.40 and
0. Terms are quoted to jobbers as
ays net, or 2 per cent. for 10 days
,"and no other discount or allow-
e of any nature." The circular fur-
adds "no drop shipments."



Women Know

The exquisite flavor
and uses of

MAPLEINE

Can you supply them?
ORDER FROM

Frank A. Smith & Co
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Your
Window
Display of

**WRIGLEY'S
SPEARMINT**

Brings people into
your store who other-
wise would pass by



People buy it whenever they see it. You'll
have a chance to sell them many other things.

Get constant new trade by taking advan-
tage of the popularity of the most widely
advertised gum.

Successful dealers take advantage of other
people's money to push their business. They
know that by displaying

**WRIGLEY'S
SPEARMINT**

and not working at all
on it, they can sell
one hundred packages
more easily than a
dozen unadvertised
brands.

Don't push some-
thing hard to sell.
Take it easy—display

**WRIGLEY'S
SPEARMINT**

and take easy profits
with it.



TELL YOUR CUSTOMERS:

"**WRIGLEY'S
SPEARMINT** is a pleasant, cheap way to
preserve teeth and purify
breath. The new tightly sealed package keeps
every piece fresh and tasty."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



WITH THE EDITOR

The Postum Cereal Co. has radically changed its selling plan, and from now on will quote but one price on Post Toasties to all, no matter what quantity is purchased. The details, together with the new prices, appear in another column.

This is about the third large company to make this change, and it is obviously becoming important. Whether it is logical to abolish the time-honored custom of charging less per case for one hundred cases than for one case, we shall not discuss. Much has been said on the subject, pro and con, and probably nothing new can be added. The point that impresses the writer is the extent to which large buyers like chain stores will be injured if this tendency toward one-price continues, and what the probable result of that injuring will be. Many of the large buyers, particularly the chain stores, gain their advantage practically through quantity prices. Their expenses are in some cases more than the expenses of the small dealer and if they did not buy cheaper they would be nowhere. The present tendency appears to be to rob them of that advantage, which we repeat, appears almost indispensable. Of course the large buyers can still buy plenty of goods at a quantity price, and for the present there seems no need to worry. But if it continues, what will be the probable result?

Almost certainly the probable result will be a coalition among the large buyers for the purpose of manufacturing and packing the products on which they are denied quantity prices. Nobody can deny that such a coalition could be effected, or that after being effected it could instantly become a manufacturing factor. Remember what happened in Philadelphia to the Sperry & Hutchinson Co. with their green stamps a few years ago. The S. & H. Co. made a contract by which the William Butler Co. were given the exclusive chain-store right to handle green trading stamps in Philadelphia. Thomas P. Hunter, of the Acme Co., at first thought the stamps would not

amount to much, but as soon as he saw that they were going to be created his own Crown Stamp Co., which within a few years completely crowded the S. & H. stamp out of the city.

Whether the combined chain stores could do the same with such products as Kellogg's Toasted Corn Flakes Co. and Post Toasties is a somewhat different question, but that they could do much is sure. Speaking of Kellogg's, in Philadelphia the chain stores, acting for the most part together, have eliminated it from the chain-store field since the Kellogg Co. refused to sell them direct.

The Connecticut Supreme Court has just made a decision which is typical of those that bring courts and the law into contempt and ridicule. The decision is that a man who keeps a restaurant and serves food is not a dealer in food, but a man who merely sells the right to eat! As such he is not amenable to the laws controlling grocers in the sale of food! Really it is hard to discuss such a piece of foolishness calmly.

One E. D. Merrill went into a Waterbury, Conn., restaurant and ordered creamed sweetbreads. They were bad and she was made

ill. Later she sued the restaurant keeper under the fundamental law that every seller of food impliedly guarantees it to be wholesome and fit to eat, which guarantee was violated in the case of the sweetbreads, with consequent damage. The case was tried in the lower court, and the woman got a verdict for \$6,500, which was probably excessive. On appeal it was reversed, on a ground that the writer has never heard of, and which seems to be the veriest nonsense. More, it is a decided discrimination against grocers. Here is the reasoning with which the Connecticut Court advances the theory that a grocer must be held to impliedly warrant the wholesomeness of his goods, while a restaurant keeper need not be:—

The restaurant keeper's customer does not become the owner of the food set before him, or of that portion which is carved for his use, or of that which finds a place upon his plate or in side dishes set about it. No designated portion becomes his. He is privileged to eat and that is all. The uneaten food is not his. He cannot do what he pleases with it. That which is set before him or placed at his command is provided to enable him to satisfy his immediate wants and for no other purpose.

The true essence of the transaction is service on the satisfaction of a human need or desire—ministry to a bodily want. A necessary incident of this service or ministry is the consumption of the food required. This consumption involves destruction, and nothing remains of what is consumed to which the right of property can be said to attach. Be-

fore consumption title does not pass. After consumption there remains nothing to become the subject of title.

What the customer pays for is his right to satisfy his appetite by the process of destruction. What he thus pays for includes more than the price of the food as such. It includes all that enters into the conception of service and with it a small factor of direct personal service. It does not contemplate the transfer of the general property in the food supplied as a factor in the service rendered.

Just as sensible to say that with the restaurant charges for is a place to sit and the use of the light—food is thrown in! We defy anybody to give a respectable reason why a grocer who sells sweetbreads uncooked should be held to give an implied warranty that they are fit to eat, while the restaurant keeper who serves the same sweetbreads cooked should not. Certainly this decision gives no reason.

The Retail Grocers' Association of Jackson, Mich., is much worried up, as well might be, by the fact that Michigan State Prison has established a cannery and will this year turn out many thousand cases of vegetables and fruits. The statement by the secretary of the association makes the matter more important than seems at first glance:—

Now, on first thought, this might not appear to you as anything of the ordinary, but when I say to you, as many have said to me, "I would not use any canned goods for fear I would get a can that was packed in the prison," you will understand how this is going to cut in on the sales of canned goods.

The local business organizations have done all in their power to have the producing of food products in the prison discontinued—in fact against ever starting it. The Chamber of Commerce even offered to buy all real estate owned by the State here in the city provided they would move the prison out of the county, but the Governor and wardens seem to claim that they can pack just as good goods and do it much cheaper than independent packers can that the State is entitled to the business. They contend that their conditions are entirely satisfactory, and that all the convicts are inspected as to their health before they go into the canning factory, which we grant to be true.

The objection made here—that consumers will stop eating canned goods through fear that

Will You Get Yours From the Pennsylvania Convention?

From September 7th to 10th next, in Philadelphia, the Pennsylvania Retail Merchants' Association will hold its annual convention. The full programme was published last week. More live local associations are connected with the State body than ever before, and prospects point to the largest attendance on record. Vital trade topics will be discussed and much important business transacted, among this being the making of the Pennsylvania plan awards. The delegate who attends will get his money's worth, not only for himself, but for the association that sends him.

This is to emphasize:—

1.—That every merchants' association in Pennsylvania should send somebody to this convention.

2.—That every merchant who can should come whether as a delegate or not.

It is going to be a big convention. You'll be sorry if you miss it.

they might get a prison can, can be removed by putting the prison label on everything packed in prison. That would probably kill the business forever, for to most people, rightly or wrongly, there is something revolting in eating food which has passed through prisoners' hands. Nevertheless the labeling ought to be done in justice to everybody.

There is of course a much larger question involved. The old question—what are imprisoned convicts to do if they are not to work and their product be disposed of? Every manufacturer who produces something that is also produced in a prison objects to being forced to compete with prison-made goods. That is because the prison goods can be sold much cheaper. The National Canners' Association is now beginning to stir in its seat over this Michigan incident, and very probably it too will soon enter formal protest.

What is to be done with these convicts? All penologists agree at solitary confinement, without work, is slow murder. If prisoners work, they must produce something more than enough for the needs

of the prison. What is to become of it? If it is sold outside, it must compete with other manufacturers' goods; it cannot be destroyed.

We have never seen any good reason why goods should not be made in prisons—the work of making them is a perfect godsend to prisoners—and the surplus sold in the open market. But that it should be labeled "prison made" is hardly debatable, it seems to us.

American Sugar Refining Co. Explains Advances in Sugar.

Say it is Due Entirely to Extraordinary Demand for Raw and Refined, Following Upon Expected Failure of European Beet Sugar Crop.

The American Sugar Refining Co., which is the leading single factor in the sugar business in this country, though it produces only 40 per cent. of the total, has sent this paper a statement concerning the advance in sugar and the reason for it. The statement is directed to the trade, and is as follows:—

This company realizes the difficulties which have arisen by reason of the phenomenal rise in the price of sugar. It appreciates that it may be necessary for you to ex-

plain to your customers the present high price of a necessity of life, usually sold at much lower prices than now prevail.

The situation is so unusual as to occasion universal comment, but the rise is easily explained, and we desire to make to you, and through you, to such of your customers as are interested, the following statement:—

In the first place let us make it clear to you that this company sells less than 40 per cent. of the refined sugar used in the United States, and secondly, that it does not own an acre of sugar land and does not produce a pound of raw sugar. It is entirely dependent for its supply upon the growers of cane sugar of Porto Rico, Cuba, Hawaii, the Philippines, Java and other countries.

In normal times Europe has a beet crop producing each year about eight million tons of refined sugar. For example, the European countries, including those now at war, produced during the last campaign the following amounts of sugar:—

| Country. | Tons. |
|-----------------------|-----------|
| Germany | 2,738,000 |
| Austria | 1,710,000 |
| France | 800,000 |
| Russia | 1,750,000 |
| Belgium | 230,000 |
| Holland | 230,000 |
| Other countries | 796,700 |

Total 8,254,700

This constitutes about 45 per cent. of the world's total supply.

The war will mean a serious loss to the European crop, and has brought about a tremendous advance in sugar prices in European ports and an unprecedented demand for raw and refined sugars in this

country and its sources of production. We have been compelled to raise our price for refined sugar to an amount corresponding to the increased price which we have to pay for raws.

On July 28th raw sugar was sold at 3.26 cents per pound. On August 14th the price of raw sugar had risen to 6.52 cents per pound. On July 15th this company was selling granulated sugar for 4.40 cents per pound since which time it has been compelled to raise its price to an amount corresponding to that which it has had to pay for raws.

We sincerely trust that the threatened loss of the best crops in Europe will not be so serious as estimated, and that the yield abroad may approach the normal. It is for the interest of refiner and dealer that the consumption of sugar should be as large as possible, as high prices cause a reduction in consumption. In any event this company will continue to offer its sugars at a reasonable margin over the raw sugar prices.

THE AMERICAN SUGAR REFINING COMPANY.

Provisions Added to Clayton Anti-trust Bill Preventing Manufacturers from Inducing Retailers to Handle No Competitive Goods.

Provisions against exclusive and "tying" contracts, eliminated from the Clayton anti-trust bill by the Senate Committee, were restored by the Senate during the week after a long debate. Under this section all contracts by which manufacturers pledge dealers not to handle the output of a competitor would be illegal.

44—You should push nationally advertised goods to the front because that is the only way in which you can make money out of other men's capital.

¶ Suppose you are doing business in a town of 5000—1000 families, practically all of which take some periodical, advertising, let us say, a well known grape juice. Most of the 1000 families take more than one periodical.

¶ It is probable that in the course of the month, *every buyer in that town* sees the grape juice advertising, the object of which is of course to bring orders for it to your store, if you sell it.

¶ How much would it cost *you* to reach every buyer in your town by advertising? As a matter of fact, you could not do it. There is almost no practical way for you to do such a thing. Yet the manufacturer, with his better facilities, does it, and his efforts will bring steady returns to you if you will meet him half way.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Stereo Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

How to Make More Money Out of a Retail Coffee Department

Alive to the importance of this subject, the "Modern Merchant and Grocery World" has arranged with Mr. Wm. B. Harris, coffee expert to the United States Department of Agriculture and president of the Wm. B. Harris Co., wholesale coffee dealers, New York, for a series of articles on the practical phases of this subject.

Available Literature on Coffee.

By WILLIAM B. HARRIS.

The grocer frequently inquires as to what literature there is on coffee that will increase his knowledge on the subject. What he is looking for is some text book that will give him a general idea of this commodity.

There is, however, very little obtainable that will prove of any great benefit. Most of the largest libraries have a number of books dealing with coffees from plantation to cup, but these are not accessible to very many and much of the printed matter would prove of little or no benefit to the average merchant.

There are of course accounts in encyclopedias, but these are for the most part brief and unsatisfactory. The best article of this description is to be found in the "Grocers' Encyclopedia." This book covers the subject very fully in an account running over a number of packages and the article is well written and accurate. It is also illustrated with color plates which are very well prepared. The book contains besides the chapter on coffee a fund of information for the grocer dealing with almost every article he has for sale, but it is an expensive publication and many of the retailers do not care to spend the amount for a luxury.

There is a small and inexpensive book entitled "Coffee: Its History, Classification and Description," by Joseph Walsh, that is still published, but there is a great deal contained therein that would be of little or no service to the retail dealer.

Quite recently there was issued by the U. S. Department of Agriculture, Bureau of Statistics, Bulletin No. 79, on "Coffee Production Trade and Consumption." This pamphlet can be secured by writing to the department and inclosing 15 cents. It contains a detailed

account of coffee, beginning with the history and the origin. All the principal coffees are described at length and there are tables of statistics giving the production and consumption of the various growths. This is by far the best pamphlet obtainable on coffee and it is within the reach of anyone who cares to read up on the subject.

Besides there are the trade papers that should in no wise be overlooked. Every retail dealer should provide himself with one or more of these weekly or monthly publications. They are continually printing articles on coffee from which the dealer can secure much valuable information if he is on the lookout for them.

CORRESPONDENCE.

A Garnishment Law in Pennsylvania.

Sykesville, Pa., August 24, 1914.

To the Editor.

Dear Sir:—I would like to know if the garnishee law will hold good in Pennsylvania? Yours truly,

GEO. R. NULL.

There is no garnishee law in Pennsylvania now, except one allowing the attachment of wages for four weeks' board. There is much reason to believe that a garnishment law would be unconstitutional, for the reason that it would violate the constitutional provision that there shall be no new method for the collection of debts.

Another Collection Agency.

Camden, N. J., Aug. 25, 1914.

To the Editor.

Dear Sir:—Can you give me any information in regards to the "Mercantile Credit Association," at 304 Bulletin Building, as I want to turn over collections to them and would like to know if they are reliable?

Yours truly,

H. DVINSKY.

We have no definite information concerning this agency and have exhausted all methods of getting it. Perhaps some subscriber has had dealings with it and will express an opinion. We advise turning nothing over to the con-

cern named without a most thorough study of the papers you are expected to sign.

The Manufacturers Who Are in the Pennsylvania Plan.

Erie, Pa., Aug. 22, 1914.

To the Editor.

Dear Sir:—In answer to inquiries to this office for complete statement of the names of firms on whose goods competitors for awards in the Pennsylvania plan are entitled to make a report, we submit the following:—

1. Borden's Condensed Milk Co., New York.
2. C. F. Sauer Co., Richmond, Va.
3. Freihofer Baking Co., Philadelphia, Pa.
4. Corn Products Co., New York (Karo, Kingsford and Argo starch).
5. Angus Watson & Co., Philadelphia, Pa.
6. James S. Mason Co., Philadelphia, Pa.
7. Franeo-American Food Co., Jersey City, N. J.
8. Armour & Co., Chicago, Ill. (Veribest Canned Meats and Specialties, Armour's Bouillon Cubes, Armour's Grape Juice, Armour's Simon Pure Leaf Lard, Armour's Vegetole, Armour's White Cloud Compound, Armour's Shield Lard, Armour's Extract of Beef).
9. P. F. Brown & Co., Philadelphia, Pa.
10. Franklin Sugar Refining Co., Philadelphia, Pa. (Carton Sugar only).
11. C. W. Young & Co., Philadelphia, Pa.
12. H. O. Wilbur & Son, Philadelphia and Pittsburg, Pa.
13. P. C. Tomson & Co., Philadelphia, Pa.

14. Diamond Gelatine Co., New York.

15. National Starch Co., New York.

16. Wrigley, Jr., Co., Chicago (Spearmint Chewing Gum).

17. Stollwerck Brothers, Inc.

18. Miller & England.

19. L. H. Parke & Co., Philadelphia, Pa. (Coffee, Tea and Spices).

Not all of these firms were in the plan all of the year, but records of their goods sold between August 1913, and July 31, 1914, will constitute conclusive evidence to the satisfaction of the judges is required, such as voices of retailers' purchases from the jobber, or jobbers' statements of purchases from the manufacturer, either but not both, within the territory covered by each local association.

A. M. Howes,
State Secretary

The Enormous Apple Crop by State

An apple crop of 210,000,000 bushels was forecast during the week by the Department of Agriculture, which bas its estimate upon the latest report. That is about 65,000,000 bushels more than last year, but 25,000,000 bushels less than in 1912 and about 4,000,000 bushels less than in 1911. The market price to producers in the three months of heavy marketing—September, October and November—last year was 85.5 cents a bushel. In 1912 it was 62 cents and in 1911 it was 69.7 cents. Forecast of production by States (in thousands of bushels) follows: Maine, 5,500; New Hampshire, 1,700; Vermont, 2,500; Massachusetts, 3,000; Rhode Island, 300; Connecticut, 1,800.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

New York, 36,000; New Jersey, 3,000; Pennsylvania, 19,500; Delaware, 400; Maryland, 3,300; Virginia, 12,300; West Virginia, 10,300; North Carolina, 7,200; South Carolina, 700; Georgia, 1,700; Ohio, 10,500; Indiana, 4,000; Illinois, 1,100; Michigan, 13,100; Wisconsin, 1,500; Minnesota, 900; Iowa, 2,500; Missouri, 11,700; South Dakota, 200; Nebraska, 2,200; Kansas, 1,200; Kentucky, 100; Tennessee, 5,900; Alabama, 1,200; Mississippi, 400; Texas, 400; Oklahoma, 200; Arkansas, 4,000; Montana, 900; Colorado, 4,400; New Mexico, 900; Arizona, 100; Utah, 800; Nevada, 200; Idaho, 1,500; Washington, 7,600; Oregon, 3,300; California, 5,300.

Here Is a Good Suggestion From New York Commissioner of Weights and Measures.

He Says Most Retailers Will Adopt Test Weights When They See the Advantage. Plan is to Periodically Test Their Own Scales.

Mr. John F. Farrell, Superintendent of Weights and Measures of the State of New York, has sent this paper a suggestion which is well worth reproducing. It is that retailers who are subject to weights and measures laws keep a set of test weights on hand and test their own scales from time to time. The New York Superintendent's suggestion is as follows:—

Some of the larger users of scales have adopted the plan of keeping on hand test weights of their own. These, certified by the State Department of Weights and Measures, the dealers employ periodically in making tests of the scales used in their business.

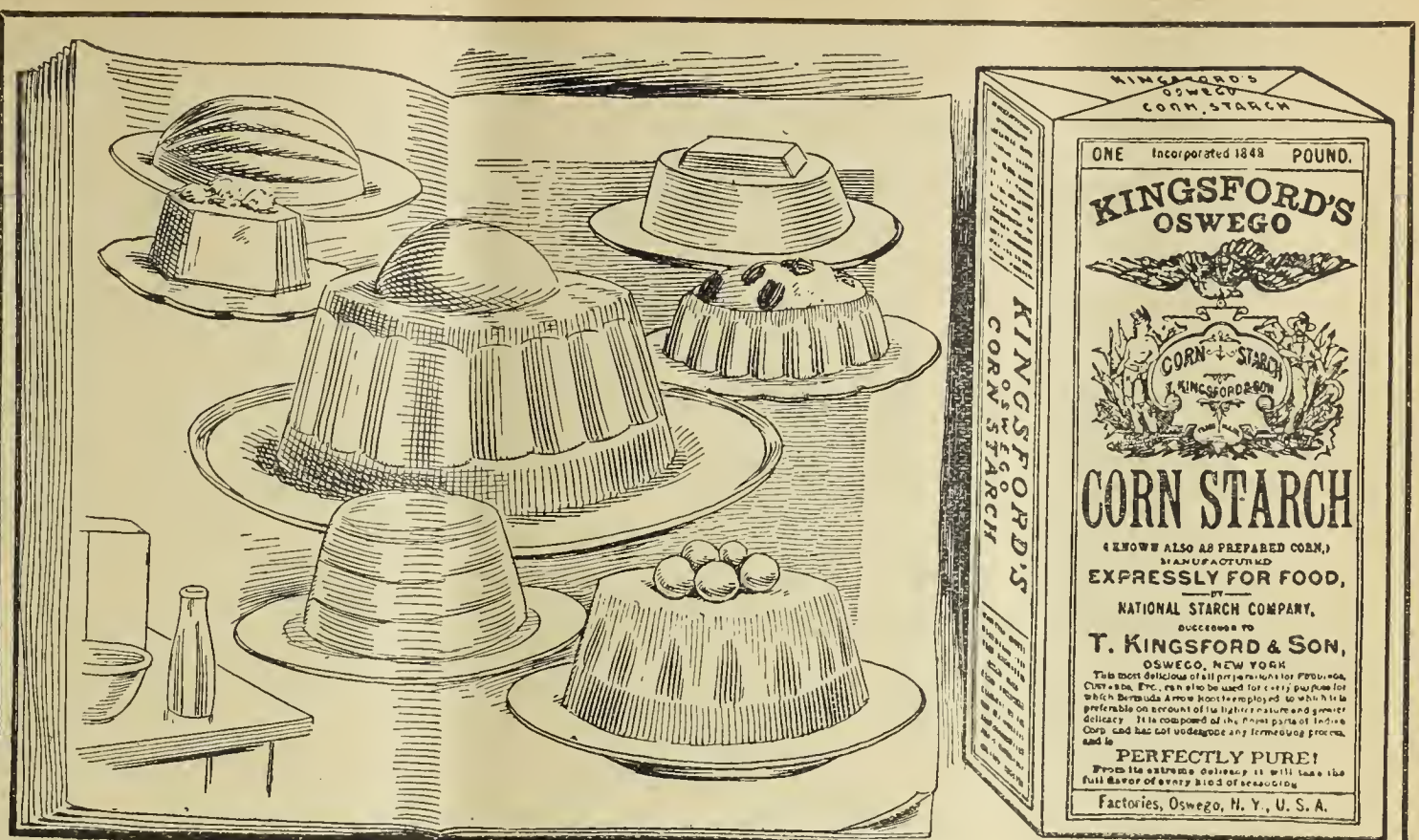
Undoubtedly this practice will spread enormously when the dealers at large awake to its advantages. Its value in advertising alone would speedily repay the initial cost of the test weights. The mere sight of a set of these, properly certified, is bound to make a good impression on customers, and in the case of any dispute as to the amounts sold, a test made in the presence of the customer will not only convince him of the dealer's honesty, but will also have a lasting effect on his good opinion of the merchant as a wideawake business man.

It must also be of some value to the reputable dealer to be able to avoid ever having the ugly red "Condemned" tag showing around his store.

Different types of scales would have to be tested in different manners, of course, but with a little instruction from the manufacturer the person using them could soon become expert in ascertaining the accuracy of his weighing devices, and knowing at once when repairs or adjustments were necessary.

Weights can be procured in various size sets to meet the individual needs, and the cost is not great.

Any department of weights and measures would inspect and approve a set of weights, which in the beginning would of course have to be bought by the dealer.



The Corn Products Cook Book Helps You Sell Kingsford's Corn Starch

Above is a drawing of the center pages of the CORN PRODUCTS COOK BOOK in which we print dozens of recipes for the use of KINGSFORD'S CORN STARCH, with the actual dishes handsomely illustrated in colors. We distributed millions of these books during the last year to housewives throughout the country.

Your customers would buy more KINGSFORD'S CORN STARCH if you kept it on display at all times, because most of them have the Corn Products Cook Book. KINGSFORD'S CORN STARCH has been the standard for over sixty years; it is famous for its delicacy and absolute purity. It SELLS better than any substitute or imitation because it is better. The sale of KINGSFORD'S is not only well established, but it is rapidly increasing.

Write Us for FREE Store Helps That Will Increase Sales

We'll gladly send you, FREE, cut outs, window trims, hangers, cards, etc., so that customers who have seen our advertising will be reminded of KINGSFORD'S when in your store; this will increase your sales and bring you many dollars of added profits.

The National Starch Company NEW YORK



WHAT TO TELL CUSTOMERS

"KINGSFORD'S CORN STARCH will enable you to add many dainty and nutritious dishes to your menu. Let me put a package in your order to-day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Boots—Shoes—Findings

Expected Increases in Cost of Shoes, Both Wholesale and Retail.

Since the breaking out of hostilities in Europe, the "Modern Merchant and Grocery World," in this department, has foreshadowed an advance in shoes by the manufacturers as almost inevitable unless current conditions would change. The public and the average general storekeeper have a faint conception only of the dependence of the American shoe manufacturer upon foreign sources of supply for essential material entering into his products. These goods are not produced here and it would take a long time to reach that stage of perfection in many items, if ever. Not only is the raw material lacking, but also the skill in handling it in order to reach the desired results. All these factors are affecting the shoe trade. Whether shoes are to be advanced and the general outlook is set forth succinctly in the "Journal of Commerce," as follows:—

Advances in the cost of shoes to consumers are inevitable, according to the sober opinion of leading wholesalers in New York City and information from New England shoe and leather manufacturing centers, unless the radical disturbances to the production of leather caused by the war are eliminated, which is not looked for just now. But no flurry, incident to the war's effect on business could be found among large wholesalers who were seen. They were viewing the situation in a rational manner, meeting conditions as they arise and not anticipating, or "speculating," as it was expressed by one of them on the unusual state of affairs.

Prices so far have not been advanced, this wholesaler claimed, and would not be, only under compulsion. A great many shoes are coming through from the factories which were contracted for before the trouble began; and the usual stocks at least are held by wholesalers. The wholesalers, as a rule, start out their men in September to the more distant points for the next spring's business. The jobber, in question, stated that it was their present intention at least to send out their men as usual, and prices would depend on the circumstances existing at that time.

Among manufacturers there is said to exist no uniformity of decision, as to whether to send out their salesmen for next spring, or not. It is believed that the salesmen will go out as usual, but a limit may be put on the goods they can sell at a price.

When the war news first came a number of retailers became nervous and cancelled orders with the manufacturers; but the advice from larger retailers and heads of the retailers' organizations has been to the effect that this was extremely unwise, the impression being given that any retailer who had goods on order from manufacturers at the old price should consider himself fortunate, for the prices were to advance. The secretary of the National Shoe Retailers' Association, A. H. Geuting, sent out a notice to members when he heard retailers were cancelling orders. He said he had heard of a number of cancellations of early orders by retailers, based on the idea that the war would prevent the absorption of a good deal of the regular production of this country. "I am strongly inclined to disagree with this thought, and from present indications, I would say that the retail man who has contracted for his shoes at the prices offered through the selling season has for once made money on his shoes. I would not be surprised to see shoes advance anywhere from 25 cents to 50 cents a pair, especially in the calf stocks, the bulk of which hides are imported from Europe."

The secretary of the retailers' organization also counseled against undue alarm and tendency to sacrifice goods. Even though these these stocks should not move as quickly as under ordinary circumstances, and if they are not sold at the time for which they were bought to sell, the investment is a good one, since they will sell eventually, as even the most pessimistically inclined must admit. The large wholesalers and manufacturers admit the possibility of their future business being affected as other lines will be, if business at large is disturbed and men thrown out of work.

The advance in shoe prices will be the result, if it does come, of the increased cost of material, chiefly leather, the hides or skins for which come in such large part from foreign countries, many of which are actually in the war or influenced by it. Likewise dyestuffs are essential materials for the makers of leather, and the position of the tanner is exactly the same as the manufacturers of textiles in this respect, Germany having been depended upon for such a large part of these supplies.

Leather prices have unquestionably gone up already. Reports from the leading market, Boston, show that in general upper leathers, such as calfskins, have been advanced 3 cents to 5 cents foot, sole leather 1 cent to 2 cents a pound, and side leathers about 10 per cent. Orders are being taken cautiously.

General storekeepers, in placing their orders for next spring and summer, should exercise their judgment. The manufacturers have not disclosed their intentions formally as yet, but their position for several weeks has been one of uncertainty and doubt as to the future, and an announcement may be looked for most any time in the near future.

Dry Goods Notions Knit Wear

With Advancing Market Merchants Are Buying.

Perhaps the general merchant in the East, bordering on or contiguous to the Atlantic seaboard, may express some trepidation as to future business; but in the Middle West trade is moving right

along at a vigorous gait. The Rice-Stix Dry Goods Co., St. Louis, say they have had letters from a number of customers asking about the situation. After reviewing market conditions as existing, and stating that 90 per cent. of the dyestuffs used in this country are from Germany, with a 60-day visible supply on hand, they conclude by saying: "Our sales for the past two weeks were as large as for the same period last year, which was the banner year in the history of our business. This means that there are thousands of merchants who share our confidence in the future, and who believe that it is good business to buy now when stocks are complete rather than delay their purchases with the uncertainty as to the supply of goods to be had later."

"Merchants from sections where grain is the leading agricultural product are buying more freely than are those from the cotton districts, who, though buying their wants, are conservative. Cotton goods are in splendid demand, developed partly by curtailments by merchants of their stocks in the past and partially by shortage in many lines of goods gradually becoming more apparent. This is especially true of many lines of colored goods, the dyestuff for which must be imported and of which a great shortage is predicted. Dress and wash goods trade has been wonderfully active. No change in prices have thus far taken place."

"Indications are the standard of the silk business for fall will be the satin finished article, goods of the character of messalines, charmeuse, crepe meteor, crepe de chine and satin duchesse. Pile fabrics are gaining favor, particularly erect pile velvets, with blacks and navies leading. The call for plain and fancy velvets continues exceptionally strong. A lively demand also exists for printed warps, Roman stripes, tinted effects and plaids in all classes of silk fabrics. Up to this writing advances have not been made on any of the standard goods excepting velvets, necessitated by the lack of dyestuffs. The lace business has increased considerably. Desirable merchandise is selling fast, particularly the kind of goods which cannot be replaced in the near future, such as German laces. Net tops will be the prevailing favorite for fall. Ribbon business continues good, with a tendency toward the higher priced. Roman stripes are the most popular in fancies, but not to the exclusion of other patterns. Velvet ribbons are developing very strong, and getting exceedingly scarce, owing to the source of supply having been cut off."

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Wholesale buying has been lively during the week. More than double the number of buyers have visited the market than during the corresponding week a year ago, and in some departments, such as toys, gloves, handkerchiefs, crochet cotton and fancy goods, it has been difficult for the regular sales force to take care of the customers. The shipping department has been taxed to the utmost in handling the outgoing merchandise. Buyers are covering their

wants pretty generally for the coming few weeks, and although retailers are not inclined to speculate, wholesalers are conserving their stocks and not accepting orders that appear at all speculative. Prices have remained firm during the week."

Domestic Silks to be a Factor.

American silk manufacturers who have become favorably known in the primary market and among merchants of all grades from the high character of their product, are recognizing their opportunity under the present disrupted conditions of the foreign trade. That is to say, they are making preparations for the next spring silk season, and will specialize in fancies on a comprehensive scale to meet the market, as the firms of Lyons, France, have had to suspend operations because of the war. At present, with the raw material market in an unsettled condition, it is almost impossible to fix prices for the spring.

Merchants Absorbing Spot Stocks.

Owing to pressure of public opinion, as much as any single influence, wholesalers are not advancing their spot stocks in the various dry goods lines. When these are exhausted, however, an increase will be made, as leading firms aver, to cover only the extra cost of bringing the merchandise into this country. Imported goods are being rapidly taken up by merchants everywhere, and consequently unusual activity prevails. Some wholesalers have been fortunate enough to have received the greater part, and a few the whole of next spring's engagements, and in such instances the distribution is reported to be of a lively order.

Threatened Scarcity of Fasteners and Hair Pins.

Regarding the threatened curtailment in the supply of notions, such as dress or snap fasteners, hooks and eyes, hair pins, etc., the subjoined letter from a well-known New York manufacturer and importer says:—

New York, August 21, 1914.

To the Editor.

Dear Sir:—From the standpoint of a foreign manufacturer, I may say that snap fasteners, of which the largest proportion come from Germany, have more than doubled in price, and the imported ones will shortly be out of the market altogether. Of the higher priced ones, there are some made in this country, but it is a question of whether enough can be made to supply the increased demand.

This will render a larger supply of hooks and eyes necessary, and there is no doubt that these can be supplied at practically the old price, or at such a slight advance as will not be burdensome to any one, as there are many good hook and eye factories in this country and we have not advanced our price on imported brands.

On hairpins, the very cheap grades are imported from Germany and the very best grades from England; on the latter, which is the only one we make, no advance has been made. There are a number

of medium priced grades made in this country which will supply the shortage of the cheap lines. These should not advance in price, but as they have to be purchased to take the place of cheaper goods, it will naturally lead to the idea that there was an advance in price.

Glass-headed pins, which, in cube form, have been imported from Germany, can be taken care of by the English importation in tube form; and we, for one, have not raised the price on them, nor do we expect to, and I think we can supply the demand for some time to come, at any rate.

The uncertainty of being able to receive shipments and the prospect of carrying on expensive organizations for some time to come on a restricted output, has caused more of the advance than any real shortage of goods or increased cost of production.

Yours truly,
C. H. CROWLEY.

A Run on Sweaters Just Now.

A sharp demand is now on for the smart new sweaters for wear during the next few weeks. Golden rod, yellow silk "Jerseys" made with sashes, which knot and dangle at the back or at the sides, will be most popular. Angora Jerseys, in heretofore unheard of delicacy of weave, are blossoming in a variety of geranium red and pink shades. Mauve and Italian shaded Italian silk Jerseys are being shown, together with a multitude of brown, green, copper, gray and taupe shades, also black and the always desirable and good-looking white sweaters.

Muslins Selling Freely in a Stiff Market.

Sheets and pillow cases are in demand for immediate delivery, and the supplies in first hands are reported as short. Some popular numbers are sold so far ahead that additional contracts cannot be accepted for delivery for the next few months. Jobbers' stocks of staple cotton goods are reported light. Retailers are placing orders freely on women's muslin underwear for October-November delivery. All orders on even the best known bleached goods are of relatively small proportion besides the lines mentioned. Inquiries are noted for cotton goods from merchants and factors in the West Indies and South American countries, the first evidence of the new business that is expected to develop on account of the European cataclysm.

Hosiery Prices Hardening. Dyestuff Situation in Deliveries.

Though the market is firm no advances in prices on general lines of staple hosiery have so far been heard of; but merchants and jobbers foresee the probability of a higher schedule if conditions continue as now indicated. Makers of full fashioned hosiery are doing a much more active business of late, partly due at least to the decline in the import trade. Foreign stocks of stockings are either about ordered for retail distribution or are contracted for on the basis of a later delivery. A number of wholesalers are also of the

opinion that besides the shutting off of foreign made hosiery, which has, in certain grades, become a serious competitor with domestic merchandise, especially under the existing tariff, should the European war continue for any length of time, the factories abroad cannot be sufficiently manned, on account of the terrible loss of life, for a long time. Therefore the American product will have the advantage in its own market for an indefinite period.

Recently the hosiery mills have been informed more fully of the acute situation in regard to dyestuffs available for their use, and have been compelled to take action to protect themselves in a reasonable way on their deliveries. A number of manufacturers have now decided to adopt a clause, to be stamped on orders, reading in effect that such orders are taken subject to unavoidable conditions brought about in the dyestuffs situation. This is the exact wording on one order blank: "This order booked subject to war risks. We confidently expect to deliver these goods as stipulated, but are not to be held accountable for delay caused by shortage of dyestuffs or other materials." This action, reports say, has been forced on the manufacturers for their self-protection. Merchants may not be directly affected by this step so much as the wholesalers, but its application will be felt in the retail trade just as forcefully when placing an order.

Hardware Tools Specialties

Kansas Will Survey Mail Order Business.

An effort to reach the real essence of the mail order business in Kansas is to be conducted by the State Board of Health. It has laid plans for a survey, and four college men have been employed to make a list of the orders given by people in the State to the big mail order houses of Chicago principally. The results will be compiled for the information of the business men of the State, principally hardware dealers following up the plan, who are interested in the extent to which Kansas citizenry do shopping of this character. It is an original method of keeping the question alive, but what practical benefits are to be conferred on merchants only such a State as Kansas will attempt to show—if it is possible. Why the Board of Health should conduct the inquiry is a professional mystery.

How to Figure Profits in Hardware.

It is held by experts that profits in the hardware line—that is the merchant's end—should be 25 to 33 1/3 per cent. for general stores. A great many elements enter into the success of a business, says a recognized authority;

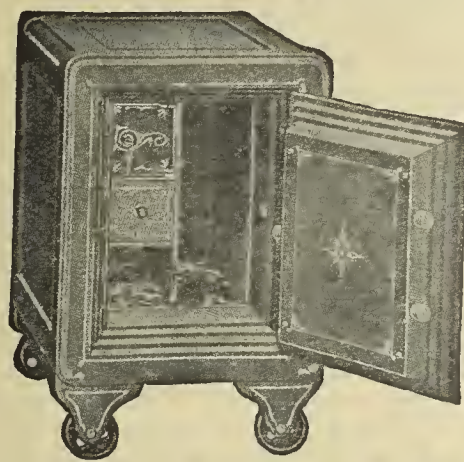
and also into the question of what profit can be made and what expense is necessary to handle the trade. While it may not materially differ, there are points where exceptions might be made and where the average of profit and the average of expense would be very much higher in both instances than with the average business, and where the opposite may be true.

A business of ordinary volume and location should make a profit of 25 to 33 1/3 per cent. of the sales, and that the expense should not run more than 12 to 16 per cent. of the sales. Where the expense runs over 16 to 18 per cent. under ordinary circumstances it is an indication that sooner or later a failure

will be made; and where the profits average less than 25 per cent. the same result is usually true. The great difficulty with many storekeepers seems to be that they figure the profit they make on the cost of the goods instead of figuring what percentage of sales will be profit, and then compute the expense of the sales. This naturally gives the wrong impression.

Not for a long time have peaches been as plenty and as cheap as they are now. The range is 20 to 75 cents per basket, with a very few bringing 90 cents. A year ago peaches worth 90 cents to-day were worth \$1.50 and those worth 50 cents to-day were worth \$1.

You Need This Safe for \$27.50



At only \$27.50 you no longer need to use that little old-fashioned safe, or use none at all. This is the famous special **Gibraltar Safe** that really put us in the safe business. No safe in the United States can touch it.

Ask for No. 125. Outside measurements, 32 x 22 1/4 x 22 1/4; inside 18 x 14 x 12 1/2. Weight, 750 pounds. A handsome, massive, indispensable fixture.

We letter your name free.

HOWE SCALE CO.
508 Market St., Philadelphia, Pa.

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

The Grocery Markets

Tea.

The tea market is losing the war advance and prices are probably a cent lower than the highest point reached. Shipping conditions are improving steadily, but foreign exchange, on the basis of which tea is sold, is not yet on a fixed basis, and this is still one of the most unsettling elements. The demand for tea is fair.

Coffee.

The coffee market is much weaker, and all ordinary grades of Rio and Santos have declined to pretty nearly where they were before the war opened. The better grades, which are scarcer, have not declined so much, but are still much lower than the high point. Mild coffees are a shade easier in sympathy. Bogotas have fluctuated both up and down during the week. Mocha is off several cents from the highest point, probably 3 to 4 cents. Java unchanged and quiet.

Sugar.

Sugar is easier, mainly because England, which has been a very active buyer, temporarily retired from the market. When she comes back and the demand from other countries opens, it is hard to escape the conclusion that the market will go higher. Refined sugar has declined $\frac{1}{4}$ to $\frac{1}{2}$ cent during the week, some refiners going the whole length and others only half. It is possible, however, to get all the sugar one wants at 7 cents. Raws have also declined about $\frac{1}{2}$ a cent. The consumptive demand for refined sugar is at present rather dull.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull and unchanged, as is sugar syrup and molasses. There will be very little demand in these lines for several weeks, though compound tinned syrup is in steady demand the year round.

Fish.

The fish situation is about unchanged. Shore mackerel is exceedingly high, with the situation as to Norways still uncertain. Unless conditions radically change, however, there will be no fall-caught Norways to speak of. Cod, hake and haddock steady to firm and unchanged. Salmon on spot are firm at the advance reported last week. Prices on new Alaska salmon should be named at any time, probably on a basis 10 to 15 cents above last year's price. Domestic sardines are scarce and firm, the run of fish still being very light. No improvement has developed in the foreign sardine situation, though there have been some receipts of Norwegian smoked during the week.

Canned Goods.

Tomatoes are firm, and some packers are holding for 85 cents, f. o. b., for Maryland 3s in a large way, though

there have been no sales at such a price as yet. There is nothing below 77½ cents, however. Crop conditions are not very encouraging. Corn is firm at the recent advance, but without change for the week. The demand is good. Peas are unchanged and dull. New pack apples are available, including New York State, but nobody would pay the New York packers' first asking price of \$3 in a large way, and the market is easier on that account. The trade are not at the moment interested. California canned goods are unchanged and dull, as futures are now coming in. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes are about $\frac{1}{4}$ cent higher, owing to better demand. This refers to futures. Spot prunes are quiet and unchanged. Apricots are no firmer, though England will take her orders after all. Peaches dull and unchanged on the former low basis. New prices on seedless Sultana and Thompson seedless raisins have been named during the week, on a slightly lower basis than the trade expected, owing to the prospective scarcity of currants. The currant situation is not yet straightened out, it appears. Greece has guaranteed the war risks, but Greece's own credit is none too good and American bankers are not willing to give letters of credit with no other security. It is therefore not absolutely certain that we will be able to get currants from Greece, although probably we will, as all of the shipping difficulties are being straightened out.

Butter.

There is an active demand for all grades of butter, and the market is firm at an advance of 1 cent on all grades. The make is reported lighter than usual all over the country and the consumptive demand is good. No large change seems in sight. This time last year butter was being imported.

Eggs.

The egg market is firm and unchanged, with a good consumptive demand and moderate supply. Stocks are ported considerably less than a year ago and the market is healthy throughout.

Cheese.

The cheese market is firm and unchanged, with a moderate consumptive demand reported. Stocks are very short. The quality arriving is fully as good as usual, and the market is healthy and strong.

Provisions.

All cuts of smoked meats are firm and unchanged, with a good seasonable demand. Pure lard is firm at $\frac{1}{2}$ cent advance, and compound lard at $\frac{1}{4}$ cent advance. Increased consumptive demand for both, with a shorter supply, particularly for pure, is responsible.

Barrel pork is firm at the recent advance and fair consumptive demand. Canned meats are also firm with fair demand. Dried beef unchanged.

Beans and Peas.

Domestic pea beans have declined to about \$3 per bushel, in a large way. This because the former price was inflated without legitimate reason. Marrows are unchanged and steady. California limas, both spot and future, are where they were a week ago; demand light. Green and Scotch peas unchanged, but steady to firm at recent advance.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Trading in evaporated apples continues at a standstill, with no prospects of an improvement in the near future, or until it is possible to trade with Europe.

The evaporators do not know whether to start up or not, although a good many will do so simply to save the fresh fruit they have bought.

The market is nominally 5¼ to 6 cents for prime apples, new crop in 50-pound boxes, any shipment up to January. Choice, $\frac{1}{2}$ cent per pound higher.

Raspberries continue dull, with prices somewhat in buyers' favor. Twenty

cents, f. o. b. in barrels, is generally asked.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

The trade in general seems to have gotten used to the higher prices now prevailing in our line, and a regular steady business, in fact larger than usual, has been going on during the last week.

There has been just a few small rivals of new Holland herrings, quality of which proved to be satisfactory. There does not seem to be a possibility of shipping more new Holland herrings here, because the fishing in Holland has been stopped, owing to the difficulty to carry on fishing operations during the war. Consequently the few Holland herrings that have arrived will be easily demanded at very high prices.

Norway Mackerel.—We have had cable from our friends in Norway that the fishing had stopped. Whether this is on account of the fish having disappeared, or whether it has been stopped because the fisherman thought it too dangerous to go out under present circumstances, we do not know, but the fact remains that we have been unable to get any firm prices as yet for Norway mackerel. A few lots have been bought at exorbitant prices, but the quality of the lots that have been bought so far was not at all satisfactory, and not real fine fat fish.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

What have I done to-day to help make this business grow.

You got around on time this morning. You dusted off your shelves, straightened out the counter, placed goods in stock, kept an eye on customers, answered the phone calls politely. Was attentive to the trade as it came along. Those, your ordinary duties, helped of course to keep the business at normal.

But—what did you do to get it above par? The United States Government is neutral in the present European crisis, and a blessing for our beloved country that it is.

But we can't afford to remain neutral in our work, such a case of neutrality would simply mean standing still. Duty well done is commendable, to be sure, but thought, well executed, in addition to duty, is doubly commendable.

"In what way," you may ask, "can I, as a clerk, help make this business bigger?"

There are so many "ways" that were they all printed it would take you many evenings to read them through. We will, however, mention a few of the ordinary "ways."

Getting a customer to use your tea and coffee who never bought a pound of either in the place. We all know of

excellent people who have their week order, but cut out the above article preferring to wait for the wagon with the tin pan checks.

Getting in a word on the street with a friend who "really has no excuse for not dealing with you." Incidentally mentioning the fact to an eligible party that their account would be very acceptable. Taking one of your specialties to the car for demonstration when you hand them the articles already sold.

Telling your buyer you can sell certain thing if he will only put it in stock. Landing somebody at the merchandise department for the first time and making a sale.

Getting a woman to buy a cake "made in our own bakery," but something that doesn't taste like "baker's cake."

Getting a new address and telling her that you make four deliveries out there every day.

Offering a butter sample to a "delicquent."

Calling up a few people on business.

These are a few of the things that help build business. The more you do it the better you like it. Such work lifts you out of the ordinary and to the success that you will experience giving you the feeling that you are somebody—not a machine, not a fellow that does just what he is told, but a man that has the satisfaction of knowing that he has "done something to-day to make the business bigger."

There has been quite a little business in sardines, but very little remains now in first hands. Of French, there is practically nothing in first hands, and of Portuguese, hardly anything remains in first hands, and second hands who have bought on speculation are now asking high prices. The demand for Norwegian sardines has not been as large as anticipated, and prices for these goods are practically normal yet. They are also quite normal yet for sprats, although there is no possibility of getting further supplies for the present. Trade is buying rather sparingly in these lines, and has not been inclined to speculate, which is a very good idea, and very sensible on their part.

STROHMMEYER & ARPE Co.
New York, N. Y.

MARKET NOTES.

Eastern grapes are now around 60 cents per basket—they did drop to 30 cents a few days. They are chiefly Concord's Early and Concord's. California grapes range from 90 cents to \$1.25.

Tomatoes have moved up, owing to competition among packers, who are bringing up to 20 cents per basket. The best fruit in a jobbing way is worth 10 to 60 cents.

Jersey cantaloupes are bringing from 10 cents up to 25 cents. The quality is fair. Colorado Rocky Fords made their appearance in Eastern markets during the week and brought from 50 cents to \$2 per crate.

Perfect potatoes are cheap—75 cents per basket for Jerseys and \$1.50 to \$2 per barrel for Southern.

HARVARD COLLEGE DEVISES COMPLETE SYSTEM OF BOOK-KEEPING FOR RETAIL GROCERS

(Continued from page 8.)

charges for express, parcel postage and contract delivery service.

Note this is for outgoing transportation only, incoming being charged to Freight, Express and Postage on Purchases of Merchandise (6).

25. TOTAL DELIVERY EXPENSE is the sum of Items 23 and 24.

MANAGEMENT EXPENSE is the total of the group of expenses intended to show the general cost of running the business as a whole—or co-ordinating the various functions of buying, selling and delivery into a smoothly running whole.

26. MANAGEMENT AND OFFICE SALARIES is to be charged with salaries of bookkeepers, office clerks and stenographers, and with auditor's fees. It also includes the part of the salary of the proprietor, active partners or manager, proportionate to the time given to managing.

27. OFFICE SUPPLIES AND EXPENSE should be charged with purchases of stationery of all sorts, account books and forms (except selling and stock forms), typewriter supplies, printing and postage (not advertising—20, or parcel postage—24), and transportation charges on office supplies.

28. TOTAL MANAGEMENT EXPENSE is the sum of Items 26 and 27.

FIXED CHARGES AND UPKEEP EXPENSE is that part of the expense of the store which goes on steadily night and day whether business is

increasing or decreasing, whether the weather is bad or good, and does not vary in any proportionate degree with the volume of business. One of the chief economies of a growing business, up to a certain point at least, is the reduction in the proportion of these fixed charges which each article sold must bear.

29. RENT should be charged with all net payments (see last paragraph of this section) for space of store and warehouse (except cold storage), but not for stable or garage (Other Delivery Expense—24). If heat or light or power, or all of them are included in the rental payment, an estimate of each or all should be deducted and charged to Heat, Light and Power (30). If care (janitor or cleaning) is included, it should likewise be estimated, deducted and charged to Other Miscellaneous Expense (38).

Where insurance upon the store building (not upon the stock) is also paid by the tenant, it is virtually a part of his rental payment and should be charged to this account rather than to Insurance on Stock and Store Equipment (31).

If the store building is owned in whole or in part by the concern, rent should be charged to the business in this account (29) equivalent to the amount it could be rented for to others. Just as the proprietor should receive a salary from his business for his time as if employed by another (see Section 16), so his store should receive a rent from the business as if rented to another. Such rent should be credited to Other Profits and Losses (43).

Sub-rentals should be deducted from the total rent, that is, if a concern rents or leases the whole of a building and sub-rents a portion, the net rent only is to be charged in this account to the grocery business.

30. HEAT, LIGHT AND POWER should be charged with all expense for:—

(a) Heat, including payments to power or heating companies, or to owner of store, if heat is furnished by others; or for fuel, for oil (machine) and waste, and for repairs to and depreciation of heating equipment, if heat is furnished by the grocery concern itself.

(b) Light, including all payments for lighting store, office and warehouse, by oil, gas, electricity or acetylene, and for the necessary chimneys, mantles, globes and repairs to lights, but not for light for outside electric signs if possible to separate it (see Advertising—20).

(c) Power, including all payments for power used for coffee grinders, fans, elevators, escalators and all payments for maintenance and running (wages, fuel, repairs, depreciation, etc.), of any power equipment owned by the grocery concern.

31. INSURANCE ON STOCK AND STORE EQUIPMENT should be charged with all expense of insurance on the business—fire, burglary, fidelity, plateglass, employers' liability and other. This account is not to be charged with insurance on store building or on the lives of partners, even when the policies are payable to the business (see Section 38). Insurance on delivery equipment is not to be charged here, but to Item 24.

When the store building is owned insurance paid upon it is virtually a deduction from rentals earned on the building and should be charged as an expense to Other Profits and Losses (43).

When insurance is paid for a longer time than the period of the Profit and Loss Statement, a pro-

portionate part only of the premium should be charged on each statement. For example, if insurance is paid up for three years at a premium of \$150, and this statement is for but one year, then one-third only of the premium, or \$50, is to be charged here, the balance, or \$100, being an asset on the balance sheet as "Prepaid Insurance." This asset should be reduced, of course, on the next balance sheet by \$50, as a charge for the next year's insurance, and the \$50 reported as an expense on the next Profit and Loss Statement.

32. TAXES is to be charged with taxes on stock and store equipment, but not with taxes on the store building or on delivery equipment. Taxes on the building, like insurance on the building as indicated in Section 31, are to be charged to Other Profits and Losses (43) when the building is owned. Taxes on delivery equipment, including stable or garage, are to be charged to Other Delivery Expense (24).

33. REPAIRS AND RENEWALS OF STORE EQUIPMENT should be charged with all repairs and upkeep of fixtures, furniture or other general equipment, such as showcases, refrigerators, coffee grinders, scales and overhead carriers. It should also be charged with all purchases of new equipment to take the place of old, and with transportation charges on such equipment. It should not be charged with repairs and upkeep for delivery, which should be charged to Item 24, or with repairs and upkeep of equipment for heating, lighting and power, which should be charged to Item 30.

34. DEPRECIATION OF STORE EQUIPMENT should be charged with a fair estimate for depreciation of fixtures, furniture or other general store equipment. This should not include depreciation of equipment for delivery, heating, lighting or power. These depreciations should be carried to Items 24 and 30, respectively.

Just what is a "fair estimate" must be determined by experience. A simple method is to estimate the business life of each article of equipment and depreciate in proportion. For example, if the life of a fixture for business purposes is estimated as ten years, charge off practically 10 per cent. per year. The Bureau would like the rate of depreciation in the space indicated on Publication GP.

35. TOTAL FIXED CHARGES AND UPKEEP EXPENSE is the sum of Items 29-34.

MISCELLANEOUS EXPENSE is that part of the expense not covered by Items 16-35. It does vary more or less in proportion to the amount of business, but cannot properly be charged to any of the other accounts.

36. TELEPHONE should be charged with all payments for telephone service. In many stores a considerable portion of this expense could properly be charged to selling, but it seems expedient to carry all telephone expense to this single account (36).

37. ICE AND COLD STORAGE is to be charged with all payments for ice and with cold storage expense.

38. OTHER MISCELLANEOUS EXPENSE is to be charged with payments for telegraph, water, care, (janitor, cleaning) and sundries that cannot properly be entered in any of the other accounts, such as freight or express charges borne by the store on merchandise returned by the store, and the expense of collecting slow and doubtful accounts.

If the business pays life insurance premiums on policies payable to the business, such premiums

should be charged here, but reported as a sub-division of this account.

39. TOTAL MISCELLANEOUS EXPENSE is the sum of Items 36-38.

40. LOSSES FROM BAD DEBTS should be charged with all accounts receivable, which have run so long that hope of collection is abandoned. These should be written off the books at the end of each period.

This account should be credited, of course, with any collection on accounts receivable after they have been written off.

41. TOTAL OF EXPENSE STATEMENT is the sum of Items 16-38.

42. NET PROFIT (OR LOSS) FROM MERCHANDISE OPERATIONS results from subtracting Total of Expense Statement (41) from Gross Profit on Merchandise (15), and gives the net profits of the grocery business proper, to which is to be added, or from which is to be deducted, as the case may be, Other Profits and Losses (43), and Application of Total Operating Net Profit (45-49).

When Item 41 exceeds Item 15, this item (42) becomes, of course, Net Loss from Merchandise Operations.

43. OTHER PROFITS AND LOSSES comprises (a) Profits; (b) Losses, which may or may not be kept separate.

This account (43) should be credited with:—

(a) Incidental receipts, such as interest on bank balances, sales of packing cases and of waste paper, tolls from telephone pay station in store. If the store site and building, stable or garage is owned by the concern, the rent charged in Items 29 and 24 should be credited here as rentals earned, and reported as a separate sub-division of this item. (See also Items 31 and 32.)

This account should be charged with:—

(b) Incidental losses, such as those from missing merchandise, damages, theft and also with insurance and taxes on the store site and building when owned by the concern. The last two should be reported as separate items.

The net balance of (a) and (b) is to be entered on the Profit and Loss Statement under this item (43).

44. TOTAL OPERATING NET PROFIT (OR LOSS) OF THE PERIOD results from adding Other Profits and Losses (43) to, or subtracting it from, as the case may be, Net Profit (or Loss) from Merchandise Operations (42) to secure the total net profit or loss which under Items 45-49 is to be applied to interest, dividends and surplus (or deficit).

OLD ESTABLISHED FIRM

in New Zealand with a valuable connection is prepared to undertake sole agencies for Groceries, Confectionery, and other lines. Indent or consignment. Apply in first instance Post Office Box 115, Wellington, N. Z.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

APPLICATION OF TOTAL OPERATING NET PROFIT is the final main division of the Profit and Loss Statement where proper application of Item 44 is made to interest, or to dividends, and the final surplus (or deficit) is determined.

This permits full and accurate comparisons to be made between different businesses, whether the proprietors furnish all the capital needed and expect interest on that capital, or borrowing is largely resorted to (either directly on notes, or indirectly through time purchases), or profits are distributed in the form of corporation dividends.

45. INTEREST ON CAPITAL—BORROWED is to be charged with all payments for interest whether made to manufacturers, wholesalers, bankers, or others on debts incurred for the business—whether on accounts payable or on notes payable.

46. INTEREST ON CAPITAL—OWNED is never figured for corporation and joint stock companies, for it is included in dividends. This account should be charged with interest at the current rate (taking reasonably secure local investments as a basis), on capital invested in the business. This capital is the total amount standing to the credit of the proprietor or partners on the books. Such credits should, of course, represent the sum of all the assets of the business, less the sum of all debts—in other words, the present worth of the business. If the store site and building is owned, the value must be included in these assets, for the rental is credited as an earning (see Section 43).

Just as the proprietor should charge salary for his own time, as if he were employed by another (see Buying Expense, Section 16), and rent for his own store, as if it were rented to another (see Section 29), so he should charge interest for his own capital, as if it were borrowed by another. No one questions the charging of Interest on Capital—Borrowed (45), but the dollar borrowed does no more work in the business than the dollar owned. Concerns, not joint stock companies or corporations, with partners inactive, but still drawing "salaries" in lieu of compensation for the use of their capital, should not charge these "salaries" as expenses of buying, selling or managing, but should charge to this account (46) interest on capital which such inactive partners may have in the business, or to Rent (29) the equivalent of store rent on the building owned by such partners, and include in Final Surplus (or Deficit) for the Period (49) any balance of such "salaries."

47. DIVIDENDS ON CAPITAL STOCK will be entered, by corporations and joint stock companies only, for dividends on capital stock declared out of the earnings of the period.

48. TOTAL INTEREST AND DIVIDENDS is the sum of Items 45-47.

49. FINAL SURPLUS (OR DEFICIT) FOR THE PERIOD results from subtracting Item 48 from, or adding to, as the case may be, Total Operating Net Profit (or Loss) of the Period (44), and is, for individual proprietorships or partnerships, the final true gain or loss from doing business for the period, after all expenses have been paid, and proper charges have been made for depreciation and for the proprietor's time and capital, and for the store, if owned by the concern. For corporations and joint stock companies it is the surplus (or deficit) of the period after provision for whatever dividends have been declared. For treatment of the "salaries" of inactive partners see the last paragraph of Section 46.

THE STROLLER'S COLUMN



When Your Wife Owns Your Business.

When I was just coming into whiskers and first knew I was going to be a beauty, I made up my mind I'd sell myself to some peach with lots of coin. It's a cinch, I thought, that somebody's want to buy me, and I'd just stick around until some queen came by and did it. Then I'd settle down and wear silk socks till I died. But somehow there didn't seem to be any big bidders and by and by I had to go to work and I've been at work ever since. And maybe I ain't glad I didn't sell myself for money. Just maybe I ain't glad. I've seen some sights since that, that make me think that the fellow who's wife has all the money ain't got any cinch. Especially if she's put her money into a business and he's running it.

That's the case with a certain pair I know. He was a clerk when he married her and had a pretty good job. It would have been sure till he died, too, though there wouldn't have been much money in it.

She didn't have a cent when he married her, but she had hopes that her grandfather would die some time—he had some money. After a while he did die, and left her about \$3,000. Nothing would do but that she should put it into a store and of course her husband was willing and they bought out a place in the home town. The thing was in his name, but that was all. She had ideas about business, and as they hadn't any children to keep her home, she went right in the store and started to put her ideas to work.

Of course he knew the business—he had been in it all his life and was a good bright fellow. She hadn't been in it at all, but that didn't make any difference. She had ideas, and then it was her money. Oh joy, oh gladness!

Whenever he thought something was right that she thought was

wrong, she'd remind him if was her business. She'd do it before anybody—she's done it before me, the first time I ever went in the store.

"Little girl," I said when she did that, "if you were my wife I'd take you down cellar, and I'd rip the top off an orange box and paddle your little behind until you forgot all about it was your business."

I didn't say it out loud—I said it to myself.

Gee whiz, but it must be fine to have your wife shove that down your throat before strangers! Believe me, there's worse things than being poor. One of 'em's having a wife with money. Of course if you've got the kind of wife that'll stick her money in your pocket and say "here, honey, you do what you want with it, I never want to hear about it again"—that's all right. That's fine. That was the kind that I hoped would buy me. But I've decided there ain't any such animals. If there ever was any, they're all dead. I've seen quite a bunch of married couples where the wife had the money, and with every one of 'em, if you got very close to 'em, it come out sooner or later. She couldn't forget it for a second.

Sometimes, like this pair with the store, it comes out right away and comes out hard.

The way it come out before me that day—they were talking to a cash register salesman. The husband thought they ought to have a register. The only thing they had was a dinky little thing like a money drawer and a register combined. He was all in for it. She wasn't, and they had quite a fuss right before the salesman and before me. I was waiting for 'em to get through.

She was a peppery little piece and after she found that none of her arguments got under his skin—he had a come back for everything she said

and a good one, too—she come plump out with it.

"Very well," she said, "I'll let you remember it's my money, and I won't spend \$150 of it for a cash register we don't need!"

Gee, it was quiet in there for a minute. The husband had no come back for that, and the register salesman tried to laugh it off, but it was pretty punk all right. Know what I did? I picked up my grip and walked out. Gad, but it must have been a magnificent sight—me going out looking like a king. I had opened up yet either—that's how I showed what I thought of a fellow that would put that over on his own husband. I'll never go back either—think what they miss that.

I never could do business with an outfit like that. I'm terrible with I'm worked up—I dreamed I killed a tiger once with one hand tied behind me. And if she so much let out anything about it being my money, I'm afraid I'd do something that mamma wouldn't like her to do.

I wonder how they'll get along. If he's a man he can't stand that kind of thing much more. Chances is it'll spoil 'em as husband and wife, where otherwise they might have got along as fine as a couple of doves.

I ain't against marrying a woman with money, understand. But what us fellows ought to do when we do that, is to take care right after the wedding and clip her until she spits it all out in her hand. Then it wouldn't be coming up in her throat all the time.

THE STROLLER

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Shorter Days

Mean that you will need more light in your store. If you use Electric Light—Mazda Lamps with the proper reflectors—you will have the most satisfactory, sanitary, convenient and economical light.

Our Illuminating Engineering Department will help you get the best lighting service, without charge, if you will say the word.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

Did You Ever Hear of Coffee Insurance?

¶ We are really handling insurance—**Coffee Insurance**. Our standardized blends offer you absolute insurance that any blend you select from us as a standard will always be here, precisely the same, even if you don't order it again—though you will—for ten years.

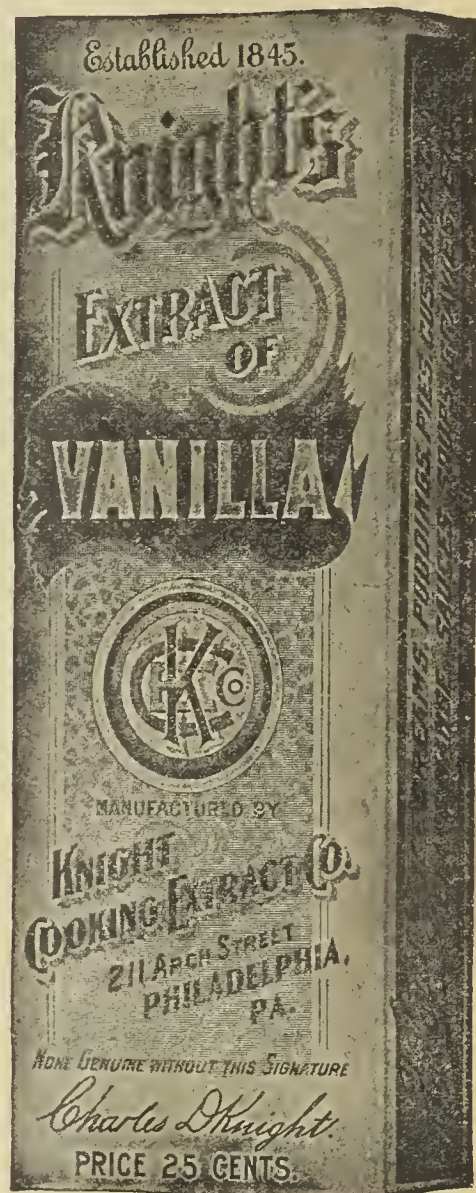
¶ The **Standardized Blends** also offer you absolute insurance that no customer of yours will ever justly complain to you that "after we find coffee that just suits us, you suddenly send us something different," this being a common result of irregularity in shipments to you.

¶ Our **Standardized Blends** are blends of coffee that, by infinite pains, we keep absolutely the same. This avoids the lack of uniformity which has spoiled so much coffee business.

WILLIAM B. HARRIS COMPANY

William B. Harris, President 65 Front St., New York City

Everybody Knows Them



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

KNIGHT
Cooking Extract Co.

No. 211 ARCH STREET
PHILADELPHIA, PA.

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk
1400 Spruce St., Phila.

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

"Will you mention the 'Grocery World' when you write?"

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA, Pennsylvania

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

September.

The Youth's Companion

Campbell's Tomato Soup, etc., half page.
Crisco, quarter page.
Minute Tapioca, six inches.
Puffed Wheat and Rice, half page.
Old Dutch Cleanser, one page.
Post Toasties, one page.
Postum Cereal, four inches.

Scribner's Magazine.

Swift's Silver Leaf Lard, one page.
Maillard's Chocolates, two-thirds page.
Crystal Domino Sugar, quarter page.
Ivory Soap, one page.
Shredded Wheat Biscuit, one page.
Baker's Cocoa, quarter page.
Postum, quarter page.
Royal Baking Powder, quarter page.

The American Magazine.

Nabisco and Adora Wafers, half page.
Crystal Domino Sugar, four inches.
Blue Label Ketchup, eight and a half inches.
Ivory Soap, one page.
Libby's Food Products, one page.
Lucky Strike Tobacco, half page.

Good Housekeeping.

Baker's Cocoa, one page.
Gold Medal Flour, one page.
Morton's Salt, one page.
Armour's Simon Pure Leaf Lard, one page.
Old Dutch Cleanser, one page.
Wesson Oil, one page.
Crisco, one page.
Campbell's Soups, one page.
Hotel Astor Rice, one page.
Nabisco and Adora Wafers, one page.
Crosse & Blackwell's Vinegars, one page.
Beech-Nut Peanut Butter, one page.
Lowney's Cocoa, one page.
Pompeian Olive Oil, one page.
Borden's Condensed Milk and Evaporated Milk, half page.
Guernsey Ware, half page.
Nesnah Dessert, quarter page.
Ballard's Whole Wheat Graham Flour, quarter page.
Colburn's Spices, quarter page.
Kornlet, quarter page.
Three-in-One Oil.
White House Coffee and Teas, half page.
Onyx Ware, half page.
Swift's Silver Leaf Lard, one page.
Liquid Veneer, one page.
Scot Tissue Towels, one page.
Porcela Cleanser, one page.
Meadow Gold Butter, one page.

Minute Tapioca, one page.
Burnham & Morrill Fish Flakes, one page.
Cox's Gelatine, one page.
Underwood Deviled Ham, one page.
Worcester Salt, one page.
Shredded Wheat, one page.
Ivory Soap, one page.
Bon Ami, one page.

Everybody's Magazine.

Grape Nuts, one page.
Campbell's Soups, one page.
Burnham & Morrill Fish Flakes, quarter page.
Blue Label Ketchup, half page.
Kellogg's Toasted Corn Flakes, one page.
Crystal Domino Sugar, quarter page.
Three-in-One Oil, quarter page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.
Post Toasties, one page.

The Woman's Magazine.

Bon Ami, one page.
Gold Medal Flour, one page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Postum, quarter page.
Grape Nuts, quarter page.
Three-in-One Oil, five inches.
Quaker Oats, half page.
Puffed Wheat and Rice, quarter page.
Products of National Biscuit Co., half page.
Corn Puffs, half page.
Van Camp's Pork and Beans, half page.
Occident Flour, quarter page.
Carnation Milk, eighth page.
Lipton's Tea, eighth page.
Burnham & Morrill Fish Flakes, four inches.
Liquid Veneer, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Diamond Dyes, one page.

Designer.

Bon Ami, one page.
Gold Medal Flour, one page.
Crisco, one page.
Postum, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Three-in-One Oil, five inches.
Grape Nuts, quarter page.
Puffed Wheat and Rice, half page.
National Biscuit Co.'s Products, half page.
Quaker Oats, half page.
Carnation Milk, eighth page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Liquid Veneer, quarter page.
Occident Flour, quarter page.
Lipton's Tea, eighth page.

Burnham & Morrill Fish Flakes, four inches.
Kellogg's Toasted Corn Flakes, one page.
Diamond Dyes, one page.

Ladies' World.

Wrigley's Spearmint, one page.
Old Dutch Cleanser, quarter page.
Postum, quarter page.
Grape Nuts, quarter page.
Quaker Oats, half page.
National Biscuit Co.'s Products, half page.
Van Camp's Pork and Beans, half page.
Eagle Brand Condensed Milk, eighth page.
Mapleine, four inches.
Three-in-One Oil, four inches.
Corn Puffs, half page.
Moxie, half page.
Wool Soap, five inches.
Occident Flour, quarter page.
Sauer's Extracts, two inches.
Educator Crackers, two inches.
Burnham & Morrill Fish Flakes, four inches.
Puffed Wheat and Rice, half page.
Liquid Veneer, quarter page.
Carnation Milk, quarter page.
Cream of Wheat, one page.
Bon Ami, one page.

Delineator.

Bon Ami, one page.
Gold Medal Flour, one page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Postum, quarter page.
Corn Puffs, half page.
Van Camp's Pork and Beans, half page.
Products of National Biscuit Co., half page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Occident Flour, quarter page.
Burnham & Morrill Fish Flakes, four inches.
Lipton's Tea, eighth page.
Liquid Veneer, quarter page.
Junket Dessert, one and a half inches.
Wright's Silver Cream, two inches.
Carnation Milk, eighth page.
Three-in-One Oil, five inches.
Borden's Condensed Milk, eighth page.
Kellogg's Toasted Corn Flakes, one page.
Diamond Dyes, one page.

McClure's.

Ivory Soap, one page.
Campbell's Soups, one page.
Grape Nuts, one page.
Nabisco and Adora Wafers, one page.
Bon Ami, one page.
Lucky Strike Tobacco, one page.
Prince Albert Tobacco, one page.
Crystal Domino Sugar, quarter page.
Cream of Wheat, one page.
Shredded Wheat, one page.

Saturday Evening Post.

Gold Medal Flour, one page.
Crisco, one page.
Kellogg's Toasted Corn Flakes, two pages and half page.
Sun-Kist Oranges and Lemons, half page.
Horlick's Malted Milk, two inches.
Clicquot Club Ginger Ale, quarter page.
Old Dutch Cleanser, one page.
Van Camp's Pork and Beans, one page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Wrigley's Spearmint Gum, two pages.
Velvet Tobacco, quarter page.
Underwood Deviled Ham, quarter page.
Carnation Milk, quarter page.
Johnston's Chocolates, eighth page.

Austin's Dog Bread, four inches.
Lifebuoy Soap, quarter page.
Purity Oats, one page.
Cream of Wheat, one page.
Mapleine, two inches.
Sun-Kist Oranges and Lemons, half page.
Bull Durham Tobacco, one page.
Clicquot Club Ginger Ale, quarter page.
Prince Albert Tobacco, one page.
Borden Condensed Milk, one page.
Campbell's Tomato Soup, half page.
Quaker Oats, half page.
Armour's Grape Juice, one page.
Ivory Soap, one page.
Blue Label Ketchup, eight inches.
Beech-Nut Peanut Butter, one page.
Gold Medal Flour, one page.

Pictorial Review.

Cream of Wheat, one page.
Bon Ami, quarter page.
Ivory Soap, one page.
Campbell's Tomato Soup, half page.
Grape Nuts, quarter page.
Kellogg's Toasted Corn Flakes, quarter page.
Postum, quarter page.
Products of National Biscuit Co., half page.
Eagle Brand Condensed Milk, eighth page.
Corn Puffs, half page.
Van Camp's Pork and Beans, half page.
Crisco, quarter page.
Puffed Wheat and Rice, half page.
Liquid Veneer, quarter page.
Occident Flour, quarter page.
Quaker Oats, half page.
Minute Gelatine Co., six inches.
Coca Cola, half page.
Burnham & Morrill Fish Flakes, four inches.
Wear-Ever Aluminum, eighth page.

The Outlook.

Bon Ami, one page.
Blue Label Ketchup, half page.
Ivory Soap, one page.
Nabisco and Adora Wafers, one page.
Post Toasties, one page.
Puffed Wheat and Rice, one page.
Kellogg Toasted Corn Flakes, one page.

Ladies' Home Journal.

Bon Ami, one page.
Ivory Soap, one page.
Borden's Condensed Milk, quarter page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Old Dutch Cleanser, one page.
Blue Label Ketchup, eighth page.
Corn Puffs, half page.
Quaker Oats, half page.
Van Camp's Pork and Beans.
Campbell's Tomato Soup, half page.
Yacht Club Salad Dressing, eighth page.
Mapleine, four inches.
Occident Flour, quarter page.
Puffed Wheat and Rice, half page.
National Biscuit Co., half page.
Carnation Milk, eighth page.
Underwood Deviled Ham, quarter page.
Minute Tapioca, quarter page.
Wool Soap, one page.
Kellogg Toasted Corn Flakes, one page.

The Century Magazine.

Swift's Silver Leaf Lard, one page.
Shredded Wheat Biscuits, one page.
Nabisco and Adora Wafers, one page.
Crystal Domino Sugar, quarter page.

Ivory Soap, one page.
Libby's Catsup, one page.
Post Toasties, one page.

Leslie's Weekly.

National Biscuit Co.—Nabisco, quarter page.
Kellogg Toasted Corn Flakes, two pages.
Puffed Wheat and Rice, half page.
Swift's Silver Leaf Lard, one page.
Beeman's Pepsin Gum, eight pages.
Postum, quarter page.
Gold Medal Flour, one page.
Blue Label Ketchup, eighth page.

Smart Set

Kaffee Hag, one page.
Ridgway's Tea, one page.
Grape Nuts, one page.
G. Washington's Instant Coffee, one page.

Collier's Weekly.

Kellogg's Toasted Corn Flakes, two pages.
Campbell's Soups, half page.
Cluquot Club Ginger Ale, quarter page.
Nabisco and Adora Wafers, quarter page.
Coca Cola, one page.
Velvet Tobacco, two quarter pages.
Three-in-One Oil, one and a half pages.
Bull Durham Tobacco, one page.
Puffed Wheat and Rice, half page.
Armour's Grape Juice, one page.
Prince Albert Tobacco, one page.
Mapleline, four inches.

Brushes Advance Because of War.

Because of the European war, by cutting off the present, at least, supplies of brushes and other brush materials, has had an advance of from 12 per cent. to 15 per cent. in all kinds of brushes, except those made of Tampico fiber. The manufacturers have announced that they have withdrawn all prices, discontinued taking stock orders for shipments. Such orders as are on hand will be at prices in force when the orders are received, and an advance of from 12 per cent. to 15 per cent. has been announced, subject to change without notice. Bristles and other brush materials are largely obtained from Russia, Poland and France. While the European war lasts none can come from those countries. Considerable quantities of black bristles come from China. The supply cannot be resumed until shipping and insurance is resumed. The Chinese bristle crop was this season reported to be less than previously.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER
6-oz. bottle, \$1.00 the dozen
1-oz. " \$1.50 "
4-oz. " \$2.00 "

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia



STOLLWERCK Gold Brand Cocoa

Pleases Your Customers and Increases Your Cocoa Business

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and the *Dutch process produces cocoa* of the finest flavor and easiest to digest.

Think of those two points! First, its *flavor* will *please* your customers; second, Stollwerck's will *not disagree* with them—they can drink as much as they wish.

Not only will STOLLWERCK'S GOLD BRAND COCOA sell readily because of our extensive advertising, and *keep selling* because of its fine flavor and quality, but it will also help you sell STOLLWERCK'S MILK CHOCOLATE, and STOLLWERCK'S PLAIN CHOCOLATE, and STOLLWERCK'S GOLD BRAND COOKING CHOCOLATE—all high-grade, profitable, customer-pleasing goods. It will pay you to push the sale of our entire line—pay you in increased sales and profits and pleased customers.

Write us for FREE cutout of can of GOLD BRAND COCOA.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA won't disagree with you because it's made by the original Dutch process which brings out the flavor and makes cocoa perfectly digestible."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXIV.—Something Interesting About the Law of Substantial Performance of Contracts.

The following letter on a subject which should be generally interesting, comes to me from western Pennsylvania:—

Pittsburg, Pa., August 20, 1914.
Elton J. Buckley, Esq.

Dear Sir:—We should like your views upon a problem which has just developed in our own business, and which involves about \$2,000. We have just erected a new store and warehouse building. We prepared plans ourselves, instead of employing an architect, as we knew exactly what we wanted, and after advertising for bids, awarded the whole contract to a contracting firm, which, of course, let out its own sub-contracts.

Now that the building is practically completed, we find that through the general contractor's error, it is three inches shorter than it should be. The contract calls for a building of certain dimensions, and the contractor bound himself to furnish it. He has not complied with his agreement, and we have refused to pay him the final installment, which is about \$2,000, until he does. He has no explanation for the mistake, but merely says he must have made a mistake. He is demanding the \$2,000 on the ground that the building he has erected is practically as good for our use as one three inches longer, but as we see it, he cannot recover anything from us until he tears the building out and puts the extra three inches on it. As it would probably cost him more than \$2,000 to do that, we see no chance of his doing it. Please let us have your opinion.

Respectfully yours,
MOORE & JARLEY.

The principle involved here is what is known as the law of substantial performance, and applying it to this case I am compelled to tell these correspondents that they will probably be obliged to pay their contractor. Not all of the \$2,000, perhaps, but most of it.

The law of substantial performance comes into cases where it is necessary to decide whether a man who contracts with another to do something has complied with that contract. As a rule it does not arise in contracts for the sale of merchandise, but in contracts for the doing of work. In substance it is this: that where a man has tried to perform his contract in good faith, and has failed in one or more

minor points, the other party cannot refuse to pay him until he has literally complied with the contract at every point. He must pay the balance due, but he can deduct any fair damages which he suffered through the contractor's failure to literally comply with the contract throughout.

For instance, not long ago, an elevator company contracted to put an elevator which would lift 1,800 pounds, into a business building. When installed the elevator would only lift 1,730 pounds. There was about \$2,000 balance due, and the owners of the building refused to pay any of it until the elevator was made to lift 1,800 pounds. This would have necessitated tearing the whole thing out. The elevator company sued and got its money. The court applied the doctrine of substantial performance, and said that the elevator company had delivered an elevator which would do its work and was in every way satisfactory—its only shortcoming was the lifting deficiency of 70 pounds, which did not go to the heart of the contract. The court said, however, that the owners of the building could deduct from the \$2,000 whatever damages they had suffered because of the loss of the 70 pounds' lifting capacity. As a matter of fact, they could not show any damage—their elevator answered the purpose just as well as if it had lifted 70 pounds more.

Here is a definition of the law of substantial performance from a leading case:—

The equitable doctrine of substantial performance is intended for the protection and relief of those who have faithfully and honestly endeavored to perform their contracts in all material and substantial particulars, so that their right to compensation may not be forfeited by reason of mere technical, inadvertent or unimportant omissions or defects. It is incumbent on him who invokes this protection to present a case in which there has been

no willful omission or departure from the terms of his contract.

The contractor who arbitrarily refuses to perform his contract at some point, whether important or not, cannot invoke this principle. I remember one case in which a contractor agreed to line a building throughout with building paper. After the contract was under way he decided it was not necessary to line certain parts of it, and against the owner's protest, left it out. The owner refused to pay his bill, and the contractor sued, pleading substantial performance. The court said "no, you made no honest effort to perform your contract; you deliberately violated it. You cannot get your money until you put in the rest of the building paper."

These cases are exactly in point with the case submitted in the above letter. If a building three inches longer is absolutely necessary to the correspondent's business, and if the building which the contractor erected cannot be used at all, then you can refuse to pay him until he complies literally with his contract, because the omission is vital. This, however, is almost certainly not the case. The chance is that the building is just as suitable as if it were three inches longer, and if that is so the mistake is one of the "technical, inadvertent or unimportant omissions or defects," spoken of in the above definition, and you cannot hold up the contractor on account of it. You must pay him, but you are entitled to an allowance to cover the damage you have suffered through his fault. That damage would probably be the difference between the value of the building the contractor should have built, and that of the building three inches shorter.

(Copyright, August, 1914, by
Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case,

and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office no later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

The Pottsville association showed a 45 per cent. increase in membership since the Warren convention. This association will send a large delegation to the Philadelphia convention. The Pennsylvania plan has no warmer supporters in the State than the Pottsville association.

The Retail Merchants' Association of Hazleton has decided not to hold a picnic this year. All stores in Hazleton will close on Tuesday, August 27th, which will be the day of the parade of the Elks, who meet in annual convention at that time.

The Merchants' Association of Jersey Shore has put on a membership campaign which up to this time has resulted in 11 new members. Plans are being made for an association picnic limited to members, their families and clerks. Mr. Edward Toner, the efficient secretary of the association, will represent Jersey Shore at the annual convention.

The annual picnic of the Pottsville association was held on August 20th at Tumbling Run. About 15,000 persons attended the outing. All stores were closed. There was a big programme of athletic sports, dancing, baseball, pony races and vaudeville entertainment. The celebration started with a street parade composed of merchants and guests of the day, a band of brass pieces heading the procession.

During the afternoon a large balloon was sent up; attached to it was an order for a case of carton sugar (120 pounds), donated by Franklin Sugar Refining Co., Philadelphia. Whoever secured the order on the descent of the balloon got the sugar. When we left the grounds the balloon was still sailing. The day was under the direction of the following committee: C. Hoffman, chairman; H. C. M.

k, H. R. Knapp, Simon Gedin,
Geo. Zeh, Oscar Hummel and
William Higgins.

A large delegation of Brooklyn
merchants will attend the State con-
vention. They will be welcomed
and taken good care of.

All the secretaries who attend the
annual meeting on September 7th
will be the guests of Reno Schoch,
secretary of the Philadelphia Retail
Merchants' Association at a dinner to
be given at the Bourse.

The Pittston association had a
splendid outing on August 18th at
Lake Erie. It was a big event.
Pittston will be well represented at
the Philadelphia convention.

Merchants of Muncy have
started a newspaper called "The
Progressor," which is featuring the
merchants' Day. This paper carries
an advertisement of the Muncy
merchants and will be widely cir-
culated.

On August 19th Mr. Smedley
addressed the merchants of St.
Louis. He was accompanied by H.
R. Knapp, secretary of the Potts-
ville association, William Higgins
and Mr. Donaldson. Mr. Knapp
made a splendid talk, illustrating
the good that Pottsville had secured
through organization. At the con-
clusion of the addresses the associa-
tion voted to secure a charter and
affiliate with the State associa-
tion. This is a newly formed or-
ganization and bids fair to be a use-
ful one. Mr. Edward Boon is pres-
ent and G. H. Bausum, secretary.
Clair will be well represented
at the State convention.

Pottstown, one of the latest addi-
tions to the membership of the State
association, will be well represented
at the convention. In addition to
the delegates a large party of mer-
chants will visit the convention,
traveling by automobile.

The convention is only two weeks
away. Practically all the arrange-
ments have been made. The pro-
gramme is a good one and the en-
tertainment features are par excel-
lence. Every merchant in the State
invited whether connected with
the association or not. It will be a
great event.

The Pottsville association is mak-
ing a strenuous effort to secure the



Sell Her a Whole Container of Franklin Carton Sugar

When you sell a woman a whole CONTAINER of 24 or 30 CARTONS of FRANKLIN CARTON SUGAR, instead of selling her one CARTON, you prevent her buying the other 23 or 29 CARTONS from a competitor. She's *your* customer; nobody else can sell her any sugar for some time. She has a supply instead of a sample. You have only one delivery to make, instead of perhaps dozens. You make the profit on every carton in one sale without even having to open the container, although you can do that in five seconds with a pocket knife. You can see that this is the right way to sell sugar because your customers expect to go on eating it all their lives and don't have to "try" it to "see what it's like."

CAPACITIES OF CONTAINERS

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds, according to the grade. CUBE, GRANULATED, and DESSERT & TABLE are packed in CONTAINERS that do not hold too much for a family to buy at one time. POWDERED and CONFECTIONERS' XXXX are also packed in CONTAINERS of small capacity to suit your convenience in buying. Full information on weights of both CARTONS and CONTAINERS can be had from your jobber.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR as CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Let us send you a Container of Franklin Carton Sugar. Sugar is something that you always need, and it's a big convenience to know that you have a supply of it in the house instead of having to buy it every time you need it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

membership of every business man in the city. A special campaign circular calling attention to the things accomplished has been issued and a list of names of those not members has been printed. This accompanies the circular. The following committee has charge of the campaign: S. Gedinsky, A. L. Eckert, J. E. Gregory, H. Foster, D. G. Smith and W. Guy Payne. President Bausum and Secretary Knapp are lending splendid assistance. Keep your eye on Pottsville.

We had the pleasure of a brief visit with that prince of good fellows and successful business man, Mr. Royal, of the Royal Wholesale Grocery Co., at Pottsville.

F. N. Barrett, editor of the "American Grocer," and Charles Thorpe, editor of "Retail Grocers' Advocate," of New York, will attend the convention.

Japanese Tea Exports to United States Fall Off Radically in 1913-1914.

According to the Yokohama Board of Trade, exports of Japan tea to the United States and Canada during the season from May, 1913, to April, 1914, amounted to 29,533,455 pounds, against considerably more than that in the two previous years. The following table shows the shipments during the last three seasons to New York and the East, Chicago and the West, San Francisco and the Pacific coast, and Canada:—

| Seasons. | N. York. | Chicago. | San Francisco. | Canada. |
|--------------|------------|------------|----------------|-----------|
| | Pounds. | Pounds. | Pounds. | Pounds. |
| 1911-12..... | 14,600,239 | 17,198,209 | 5,304,791 | 3,055,700 |
| 1912-13..... | 13,255,553 | 13,428,270 | 4,899,819 | 3,698,933 |
| 1913-14..... | 7,663,980 | 14,137,940 | 4,249,752 | 3,481,773 |

THEY ARE GOOD
OLD STAND-BYS

**Baker's Cocoa
and Chocolate**



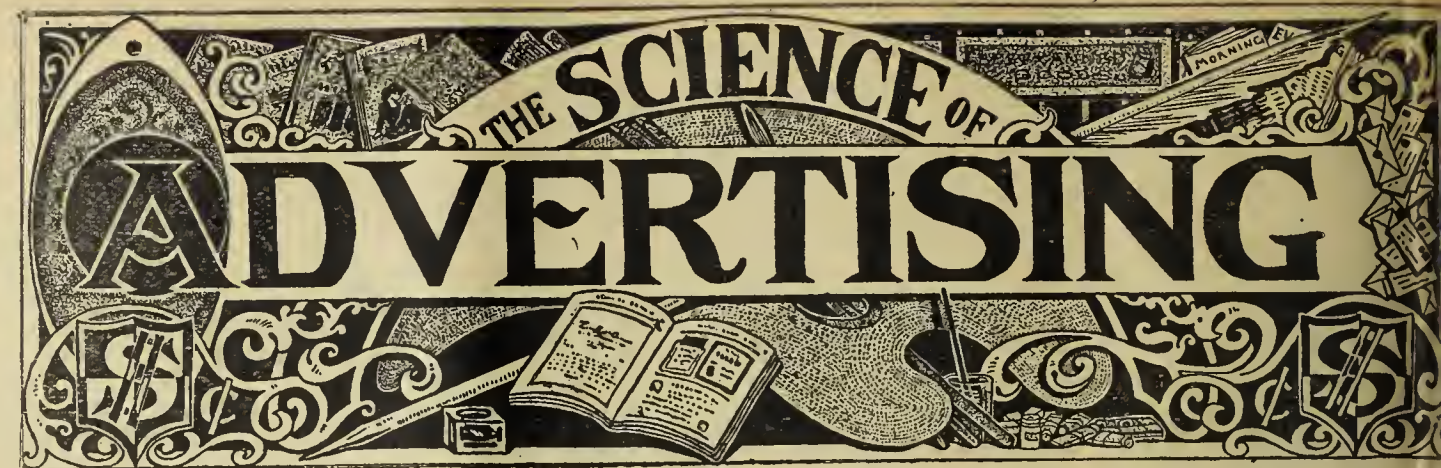
are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered
U. S. Pat. Off.

Trade-mark on every
genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.



I heartily agree with everything in the following letter:—

Penn Yan, N. Y., August 7, 1914.
Editor "Science of Advertising."

Dear Sir:—Don't you think it is a good idea for a grocer to adopt one certain style of border and type for his newspaper ads, so that people may readily find his announcement?

And I think it is an equally good plan for him to choose some distinctive sort of lettering and arrangement for his display store cards. The public will soon learn to associate the card and its message with the firm or store using it.

Where the dealer has some special signature or emblem which he uses in his newspaper advertising he can have a photo engraving made of this design and printed in one corner of the card, preferably the lower left-hand corner, leaving the balance of the card for the advertising matter.

Usually last, but not least, on the cards and tickets is the price mark. This should be plain at a distance, and yet of attractive outline.

The figures which I send you under separate cover have been used by me with success, and may be of interest and help to those dealers who would like something a little out of the ordinary, and yet not difficult to make with a little practice and a No. 5 red sable brush. They can be made either in outline, as on the chart, or in solid color.

Yours truly,
OLIVER SHEPPARD.

Mr. Sheppard sends with this a sketch of such figures as he has in mind for price tickets. His sketch is about a foot long, so that I shall have to reduce it considerably:—

\$1234567890¢

One of the "Modern Merchant and Grocery World's" subscription solicitors sends in a circular from the Mullison Cash Grocery Co., Wilkes-Barre, Pa., which he says he would like to have discussed in this department. According to the letter, the circular is getting results. In the original it measures 10 x 13 inches, and is fairly well printed on cheap white paper. The quality of this paper ought to be improved. For 25 or 50 cents more a thousand you could get paper so much better that it would give quite a different tone to the advertising. Here is the circular reduced and reproduced:—

and the prices on such articles as I am familiar with are low. This is a bargain circular, and it does not pretend to be anything else. It will get business, but the old question arises—is it good business? Personally, I don't believe it is, but all the chain stores are fighting hard to get it, which makes it seem as if I must be wrong. The kind of business this circular will get is transient business mostly—business from women who will slip in for a dollar's worth of sugar, on which I judge this store makes absolutely nothing, a pound of Wilbur's cocoa for 17 cents, six bars of Fels soap for a quarter and a few other things

WE GIVE S. & H. GREEN TRADING STAMPS

WAR IN EUROPE IS STILL RAGING.

Most stores have raised the prices of nearly all groceries. We have not, but we will be compelled to soon, as our big stock is getting low. Stock up this week at our Low Prices, especially FLOUR.

1-4 bbl. Mullison's Very Best Flour \$1.50

1-4 bbl. Mullison's Diamond City Flour \$1.39

19 lbs. Best Fine Cane Sugar . . \$1.00

4 Large Boxes Good Matches . . 10c

Wilbur's Absolutely Pure Cocoa 1 lb. for 17c

Home Made Kettle Rendered Lard 15c lb.

3 lbs. Best Fancy Head Rice . . 25c

COFFEE, TEA AND COCOA SALE

25c Can Hershey's Cocoa 19c

25c Cake Hershey's Chocolate 20c

50c Value Tea 39c

35c Value Coffee 30c | 30c Value Coffee 25c

Our Coffees and Teas are the best in the city.

10 lbs. Good Fine Table Salt 10c

SOAP SALE

12 Bars Laundry Soap 25c

5 lbs. Good Washing Soda 10c

3 lbs. Good Loose Lump Starch 10c

6 Bars Fels-Naptha Soap 25c

6 Bars Octagon Soap 25c

6 Bars Star Soap 25c | 6 Bars Ivory Soap 25c

Extra Strong 50-ft. Clothes Line 15c

6 Dozen Clothes Pins 10c

MULLISON'S CASH GROCERY CO.

279 EAST MARKET STREET

New Phone 1682; Old Phone 443-L

PROMPT DELIVERY.

WE GIVE S. & H. GREEN TRADING STAMPS

This is live advertising, and I can understand how it would get results. It is price advertising almost entirely,

on which there is no profit. You say what you please—if customers continue to buy only such things as there is nothing in their trade, the eternal hope of selling them something else on which there will be profit that leads stores to angle constantly for their trade. And sometimes you can sell them other things—practical things. They are very wary, however, these women that pore over store circulars and then go out seeking what they may devour. They know the lay of the land pretty well, and you start with the proposition that they are not going to pay anybody a profit they can save.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken in strict rotation.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are the original packages:—

100 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch blades; size over all, 13½ inches; unusually good; handle is cocoa wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, gains or premiums. Address Box Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 11.

I have a refrigerator, 57½ inches high, 18 inches wide and 25½ inches deep, ice capacity about 250 pounds, in good condition. Selling price, \$18.

Also 1 case of 64 5-cent packages of Miller's Lasting Starch, at 2½ cents per package; in good condition.

W. H. HERBSTER,
Lewistown, Pa.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot-outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R." silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

4 Cream Ladles, cost \$1.45 each.. \$5 80
3 Carnation Berry Spoons, \$1.75.. 5 25
4 Butter and Sugar Sets (2 pieces), 60 cents 2 40

5 Three-Piece Child's Set, 65 cents 3 25
6 Sets Dessert Spoons, 96 cents... 5 76
1 Set Table Forks 99
1 Set Table Knives 1 49

\$24 94

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts., Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 24.

I have on hand in good condition:—
5 cases Cake Mix, Oriole, cost \$1.30 per dozen.

3 cases Cruller Mix, Oriole, cost \$1 per dozen.

3 cases Biscuit Mix, Oriole, cost \$1 per dozen.

Will sell for cash any kind 5 cents per package.

J. WARREN FRAME,
West Chester, Pa.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEGERLEIN,
939 Broadway, Camden, N. J.

Offer No. 27.

We have recently discontinued one small grocery we operated and have the following fixtures left, which we would be glad to exchange or sell:—

One 60-gal. Beeman's Automatic Kerosene Tank, almost new, in good condition; cost \$35.

One Richmond Computing Scale, in good condition; cost about \$60 new; we got it in a trade; will sell cheap.

One Willmore Computing Scale; has been used quite a lot, but weighs accurately.

One Letter Press, in good condition.

Will sell all or any of the above cheap. Write for prices if interested, or will exchange for any articles we can sell here.

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One dozen 1-pound Libby's Roast Beef, cost \$1.95.

One dozen 2-pound Morris & Co. Roast Beef, cost \$3.50.

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—At once, a filing cabinet, McCaskey or American, and three Lamson cash carriers. Address State College Co-Operative Association, State College, Pa.

WANTED.—Want to buy a 60-gallon low style steam jacket kettle for butcher department, if in good condition. Address Chas. Shupp, Plymouth, Pa. 10

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Grocery store and fixtures in one of the best towns in Northwestern Pennsylvania. Population, 5,000. Three railroads, seven manufacturing plants. All industries pay twice a month. Own my buildings and will rent or sell. Stock at present about \$4,000. Address M. J., care "Modern Merchant and Grocery World," Philadelphia. Pa. 10

FOR SALE.—On account of death, general store, coal, lime and cement business, in a growing South Jersey town on P. R. R. electric line, only 18 miles from Philadelphia. Will bear investigation. Address C. E., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

FOR SALE.—General merchandise stock. Good hustling town, great summer resort. Will sell at inventory. Address R. G., 2, care Grocery World Publication Co., 927 Arch St., Philadelphia. 10

FOR SALE.—Stock of general merchandise, from \$1,500 to \$1,800. Rent of store \$18 per month. Good, clean stock. Located in Pennsylvania on line of Jersey Central. Good hustling town. Address G. W., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 12

FOR SALE.—At Texas City, Texas, fancy grocery and market, doing \$85,000 business yearly. The healthiest country in the South, so indorsed by the United States army. Other business the reason for selling. Don't fail to investigate this. Seven thousand dollars will handle. Address P. O. Box 157, Texas City, Texas. 9

FIXTURES

FOR SALE.—We have a Burrough's adding machine, in perfect condition, which has only been used about a year and a half. If we can find a customer for it we will sell at a sacrifice. Address W. E. Drislane Co., Albany, N. Y. 11

MISCELLANEOUS.

FOR SALE.—One good six-spring wagon and one good cutunder carriage, also one mare good for farm work, \$30; one cheese cutter, good as new, \$8; one 35 H. P. Buick touring car, model 17, 5-passenger, \$450. Apply H. M. Booth, Linwood, Pa. 14

HELP WANTED

WANTED.—Good woman for store work. Apply H. M. Booth, Linwood, Pa. 14

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock 51 N. Second St., Philadelphia, Pa. 12tf

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Ask Your Baker Friend

what yeast he uses. He'll probably answer

Fleischmann's Yeast

The baker knows; and the fact that he uses Fleischmann's is your cue to sell the same kind of yeast to your customers.

THE FLEISCHMANN CO.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL

SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.



We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities

Write for list of references and our FREE booklet

MILLER & ENGLAND CO.

Manufacturers and Designers of **STORE FIXTURES**

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

LVIII.

PHILADELPHIA, September 7, 1914.

No. 10.



Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

27 Arch Street, Philadelphia.

TELEPHONES:

Libert 3286.
Libert 3287. Keystone, Race 746.
Exchange.

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

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Great Britain and Continent of Europe 4.50
Asia 4.50
Copies10

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Written for the "Modern Merchant and Grocery World."

The Only Kind of National Advertising That Results in Positive Demand Upon the Grocer is That Accompanied by Sampling

New Jersey Grocer Says This is His Experience. Cites a Number of Advertised Brands and Tells What Happened With Them. Heinz Spaghetti or Van Camp's. Sniders' Baked Beans or Heinz Beans. All are Nationally Advertised Brands, But Their Experiences in the Retail Store Are Vastly Different.

In answer to your question, "How determined, as a rule, are customers who ask for Nationally advertised articles? Do they appear to have made up their mind to get them, or are they simply 'thinking of trying'?" I would say that they are only simply thinking of trying. This answer would apply to Nationally advertised articles which they just saw advertised, and when they come and ask me about them they simply are thinking of trying them. In other words a customer would simply say to me, "Mr. Mann, do you have Snider's Baked Beans; I just saw them advertised in a certain magazine, and I would like to try them." If I have no Snider's Baked Beans, or if I have and don't care to push them I would say, "Why we had some Snider's Baked Beans, but our sale was so small on them that I don't think much of them myself. We use Heinz's Baked Beans and they are fine." Why you can see the customer say, "Give me Heinz's, we use them too, and I know they are good."

Now this is simply an illustration of my experience through life time in the grocery business. When the consumer sees something advertised in a new way, 99 times out of 100 she is thinking only of trying it, and if you want her to try it why she takes your word at all times, but if you don't care for the article in question you would have no trouble in selling her something else that she has already got. Now I have illustrated you when they have seen an article advertised and how you can kill her thought right away. You are her doctor. In you she has confidence, and confidence is next to success.

Now I will prove to you that there is an Nationally advertised

article that people will insist on having. It has been tried already, and they like it very much, and it is up to you to give them it or they will get it somewhere else, and here it is: When Van Camp's Spaghetti came in the market some time ago they were Nationally advertised through newspapers, magazines, billboards and street cars (but I never saw their advertisement in a trade paper—they did not think the grocers have to know something about their goods, and that is where they are making the mistake). When I began to get some inquiries on Van Camp's Spaghetti I ordered a case and sold a can to-day and a can in three days after. I sold altogether a very few cases, then (God bless our 57 varieties) H. J. Heinz & Co. put a can of spaghetti on the market. They were not stingy about their National advertising and they did not forget about the trade papers to inform the grocers. Their representative called on me and I gave him an order for something like 10 or 15 cases. They gave me a demonstration in my store consisting of warmed spaghetti and cheese, and everybody that came in my store received a sample of this delicious Heinz Spaghetti with a National Biscuit Company fresh biscuit. Every sample they gave away started a new customer for me, and that kind are determined as a rule. They ask for the Nationally advertised article that they have just tasted and it was fine. Not what they read about in the magazines, but what they tasted at Mann's store, and it was delicious. This kind of advertising I find persisting on this particular article. That demonstration built up a nice spaghetti business for me, and I have it yet. I sell about 5 to 10 cases every month, where

Van Camp's I sold about a dozen in two months. At present you will not find a can of Van Camp's Spaghetti in my store, only Heinz. Nobody calls for Van Camp's. Why? They are both Nationally advertised, but Heinz has the business in my store.

So it goes with everything else that you do right. Not very long ago samples of Puffed Rice and Puffed Wheat were distributed in our neighborhood, and as soon as a sample came in the house the next day they came to buy a package of Quaker Puffed Wheat or Rice. Why she had a sample and they tried it, and they liked it, and she came to me to buy it. In this case, as stated above, she is not thinking any more of trying, but came to my store and expected me to give her what she asked for.

Not very long ago my neighborhood was sampled with Kellogg's Wheat Biscuit, and they tried them at their homes; they liked it, and they were determined at home to

send to my store and buy it. When a customer comes to my store does not ask me, "Mr. Mann, do you any Kellogg's Wheat Biscuit? How are they? Do you use yourself?" No, they don't put question to you at all, they are persistently determined to have Kellogg's Wheat Biscuit, and it is to me to give it to her without question whatsoever. If I refuse she is bound to get it somewhere else.

Now before closing I will say to all the manufacturers and National advertisers, especially the big ones like the Kaffee Hag Corporation with their \$500,000 National advertising campaign through the magazines, newspapers, street cars, that my sale of the Kaffee Coffee to date from June is one can, a very nice showing of National advertising of \$500,000 spent through the country, and have their goods displayed in front of my store. SOLOMON MANN, Plainfield, N. J.

Written for the "Modern Merchant and Grocery World."

American Preserve Manufacturer Will Gain by War the Elimination of Foreign Competition He Could Not Meet

Temporary Disappearance of English Jams and Marmalades Will be Godsend to American Manufacturers. For Brands Can be Delivered in This Country, Duty Free, Cheaper Than American Manufacturer Can Produce Similar Goods.

[Some days ago, basing the request upon the fact that English jams and marmalades promised to be unavailable in this country during the coming season, the "Modern Merchant and Grocery World" requested one of the leading packers of American jams to demonstrate to the readers of this paper that our own jams and marmalades were fully the equal of the imported, and that no American grocer need feel any special lack or loss by being unable to sell the foreign brands. The manufacturer in question wrote the article, but it proved to be along a different line than was expected. It seems to make it plain that the war may be even more of a Godsend to the American manufacturer than it was expected to be, in that it has temporarily eliminated foreign competition, which the reduced tariff has made it impossible for him to meet.—ED.]

Answering the closing paragraph of your letter, American jams and marmalades of quality cannot be sold at lower prices than imported.

You may not be aware that it is a fact that all fruits are procurable abroad at much lower figures than obtain here, that is, particularly in our section of the country. We seldom, if ever, get strawberries at a lower price than 7 to 8 cents per quart, and red raspberries never below 9 and 10 cents, and yet invariably these fruits can be and are

secured in the English and German markets at about one-third of the prices.

Sugar abroad ordinarily costs about the same price that we pay to pay. Labor, however, is markedly less. Because labor is not well paid abroad as here the tainers—glass and other packing—can be and are produced at a lower figure than we need pay.

When you combine all of the necessary units for the production

Fine Feathers Make Fine Birds and High-grade Products Make a High-grade Business

The grocer who wants to serve and please the right class of trade must carry in stock the articles that are widely known and believed in because of quality and purity.

ROYAL BAKING POWDER

and

DR. PRICE'S CREAM BAKING POWDER

have the confidence of consumers everywhere because of their purity, quality, wholesomeness and years of liberal advertising.

To sell these pure, grape cream of tartar powders, instead of cheap powders containing alum and such chemicals, shows your customers that you believe in pure foods, makes them trust you and rely on the purity and quality of your entire stock.

ROYAL BAKING POWDER and **DR. PRICE'S CREAM BAKING POWDER** not only please consumers best, but they also pay you more profit in real money pound for pound, and year for year, than any others you can sell.

These powders sell fastest and easiest because of quality backed by advertising; don't forget that the man who offers you a baking powder that is not advertised and tells you there is more profit in it is asking **YOU** to **DO THE ADVERTISING** by recommending it to your customers. Why should you do that and risk complaints when you can sell **PURE** baking powder so easily?

a finished whole, and are then fronted with a manufacturing at considerably less than our n; when you realize that the re- tly changed tariff has reduced duty on this class of products m 35 per cent. ad valorem and a cific duty upon the package and tainer to that which now ob- s, namely, 20 per cent. ad va- em and no duty upon package container, and realize also that ights coming to this side are in- iably only a fraction of those ich we need to pay when ship- g to European countries, you readily understand the hard mpetition that confronts us in at- mpting to market our product. For your information, would say at there is a very small manufac- ing profit to us in our No. 1 jar n, listing at about \$1.65 per zen, from which is to be taken a de discount of 10 per cent. and allowance for freight, and yet ce the reduction in tariff above rred to imported jams—said to of quality—have been brought t and sold in large quantities in s country at a price laid down in w York City of about \$1 per zen.

Contributed.

In an Inspection of All the Stores in an Average Town, Only One (a Candy Store) Received 100 Per Cent

Scores For Sanitary Condition Ran all the Way From One Hundred Per Cent. Down to Forty-five Per Cent. Average Grocery Store Rating was 80.3 Per Cent. Meat Markets and Restaurants and Confectioners Were Higher. Slaughter Houses, Bakeries, Creameries Were Lower.

[Touching the almost universal movement to improve the sanitary condition of retail grocery stores, which movement, it may be said, is comparatively a recent one, the "Modern Merchant and Grocery World" has come into possession of a report rendered by two sanitary inspectors of the retail food stores of Jamestown, N. D. The inspection covered only the sanitary features of grocery stores, meat markets, slaughter houses, bakeries, confectioneries, creameries, cafés and restaurants, ice cream factories, drug stores and dairies. We reproduce only the report as to food stores.—ED.]

The following is a report of inspection of the city of Jamestown with respect to compliance of its purveyors of foods and drugs as required under the State Pure Food and Drugs Act, also as to the sanitation of the buildings and places where food is sold, stored or manufactured, as provided for in the State Sanitary law:—

| | Number Inspected | Average Grade |
|---------------------------------|------------------|---------------|
| Grocery stores | 8 | 80.3 |
| Meat markets | 4 | 83 |
| Slaughter houses | 3 | 45 |
| Bakeries | 3 | 70.1 |
| Confectioneries | 5 | 84.7 |
| Creamery | 1 | 72.5 |
| Cafés and restaurants | 5 | 90.4 |

The above rating given these places inspected is low. The poor sanitation of a few places lowers the general average and therefore

reflects unjustly upon the merchant who keeps a clean store. It is not fair competition to allow one man to sell his wares from a cheap, old shack with poor sanitation when his competitor beside him has a heavy investment in a clean, sanitary plant. Many merchants will say "I cannot afford to rebuild or make suggested repairs." Well, as a matter of fact, if a man cannot afford to keep up his building and equipment he should not feel himself obligated to the community to sell his wares to them. What we need is better stores. The number of stores does not make the town. Towns are largely judged by the traveling public by the general sanitation of the town. When I say the towns are judged, I mean the people of that town are judged, for the sanitation of a town reflects directly back upon the people of that town. It is very common among travelers to hear the expression, "This town or that is a good town or that is a 'rotten' town," and then to go on and name some of the dirty hotels and restaurants or stores in it, and to be sure he will think of an name the dirtiest place in town first. People think more about san-



The Right Milk for Her

Whenever a woman comes into your store with her baby she is a prospective customer for **Eagle Brand Condensed Milk**, because it is the safest, purest and best condensed milk she can buy. More babies are successfully raised upon **Borden's Eagle Brand Condensed Milk** than upon all other infant foods combined. It has been famous for infant feeding since 1857 and is favorably recommended by physicians. It is an ideal milk for table purposes, and a consistent and steady seller at all seasons.

Borden's Peerless Brand Evaporated Milk

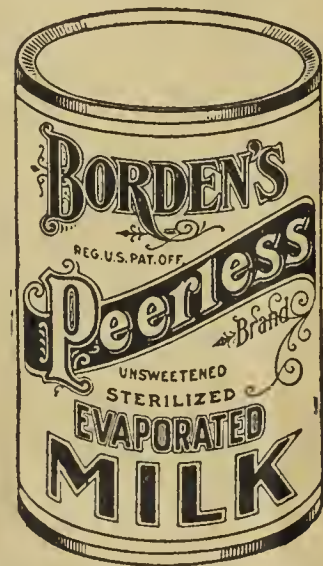
can be used wherever milk is used for cooking purposes. It makes Crullers, Waffles, Custards, Buns, Corn Bread, etc., delicious and digestible; enriches all Soups, Gravies, Dressings, Sauces, etc. All **Borden's Brands**, both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture and guaranteed **absolutely pure**. Our advertising makes the sales come steadily and with little effort on your part, and the **purity and quality of Borden's Peerless Brand Evaporated Milk** keeps your customers satisfied and contented.

BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best milk for babies. It is rapidly and completely digested, and guaranteed **ABSOLUTELY PURE**. It has provided good health and strength to more babies than all the other infant foods combined."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

itation nowadays than ever before.

Grocery Stores.—Of the grocery stores inspected five in good condition and three poor. Of those that did not the condition of the toilet, basement and back room is responsible.

Grocery Store Rating:—

Per
Haas Merc. Co.
Zimmerman Co.
M. Peterson
Herron Mercantile Co.
Fred. Drawz
South Side Grocery (H. W. Kelly)
Rathman-Hall Co.
North Side Grocery (H. W. Kelly)

Grocery Stores and Grocer

An examination of the scores given for the several grocery stores shows a wide range. A score of 85 is not creditable; in fact, a store with a score below 85 kept store will show a grade of 90. A score below 70 is not acceptable, and below 60 the store should be condemned. Often the back room will be found in poor shape for it is here that the health judge of the character of the store. The back rooms, cellar or basement, the back yard, and above all the toilet and washroom often show very different condition, and in these places that the health officer finds reason for complaint.

The scores for three of the stores were low, and to show why they failed to meet the requirements most fully I have summarized the scores as follows:—

| | Perfect Score | 1 | 2 |
|---------------------------|---------------|------|------|
| Front shop | 32 | 22.5 | 29 |
| Back room | 36 | 14.5 | 24.5 |
| Cellar or basement | 8 | 4.5 | 4.0 |
| Back yard | 4 | 4.0 | 3.0 |
| Toilet and washroom | 20 | 8.0 | 5.0 |

Total score... 100 53.5 65.5

Meat Markets.—The meat markets are not kept in good condition. There is not one of the food stores in town that is what can reasonably be expected of it. Two of the shops keep hides in the basement and the odor of an old hide permeating a meat market is not desirable:—

Meat Market Rating:—

Per
Dakota Meat Co., North Side,
Dakota Meat Co., South Side,
C. L. Kurth
R. H. Homm

Slaughter Houses.—The scores given speak for themselves. There is plenty of evidence at hand to prove that Jamestown needs to look after its meat supply. Go out and look your meat markets and slaughter houses over for yourself:—

Lighter House Rating:— Per Cent.

Chas. Kurth 57
 Dakota Meat Co. 47
 H. Homm 31

The odor around the slaughter
 was bad; flies thick and no
 attempt to prevent the
 of the same or keep the
 clean. In fact at one place
 of tallow lay around in the
 ers, alive with maggots. At
 er place a wagon partly filled
 refuse served as a breeding
 for flies.

view of the condition of the
 lighter houses I recommend that
 be condemned and closed.

Bakeries.—The bakeries are not
 as the scores will show. The
 s in two of the bakeries are
 dirty. One of the chief dif-
 fies universally true in bake-
 is the front firing ovens, also
 bake room serves as a store
 for all supplies both for bak-
 and fuel for the ovens:—

Bakery Rating:— Per Cent.

amestown Bakery 81
 Noels Bakery 66.5
 C. J. Cannon 63

Confectionery.—The confection-
 stores show a range of sanitary
 tion. The scores will show the
 itions that exist. One store
 rves special commendation:—

Confectionery Rating:— Per Cent.

F. J. Redmer 100
 F. P. Herman 91.5
 Chas. Petty 83
 Wheeler's Candy Store 79
 Fred. Koch 70

Cafes and Restaurants.—The
 s and restaurants are in fair
 e; in fact above the average of
 r towns:—

Cafés Rating:— Per Cent.

Northern Pacific Lunch
 Room 95
 Knutson & Iverson Dairy
 Lunch 96.5
 J. B. Bertel 88
 V. J. Wilmart 88
 T. B. Reed 84.5

R. O. BAIRD,
 C. P. GUTHRIE.
 Fargo, S. D., August 31, 1914.

Those who know
 the delicious uses of
MAPLEINE
 will thank you for supplying them
 ORDER FROM
Frank A. Smith & Co.
 105 S. Front St.,
 Philadelphia, Pa.
Crescent Mfg. Co.
 Seattle, Wash.

**Link Your Profits to
 Our Advertising
 DISPLAY**

**WRIGLEY'S
 SPEARMINT**

**Where Every-
 one Will See It**

You'll sell several pack-
 ages for each one you
 would sell otherwise. Peo-
 ple will buy it *in addition*

to that for which they came in. You'll make
extra profits you otherwise wouldn't have made *at all*.

The more prominently you display it, the more bene-
 fits and profits you will get from this most widely
 advertised gum in the world.



Say to Your Customers:

"Have some **WRIGLEY'S SPEARMINT** it's the biggest
 nickel's worth you can buy.
 The new seal is airtight and dustproof—
 it keeps every piece as fresh and tasty as
 when made."

This is one of the firms the sale of whose products
 helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Here is a letter from a New England subscriber which is worthy of editorial answer:—

Ansonia, Conn., Aug. 28, 1914.
To the Editor.

Dear Sir:—I herewith send you a statement taken from cover of your publication August 17, 1914. I would like to ask you some questions in regard to same. I am a small dealer, but happened to have about 30 barrels of flour and 5 barrels of sugar on hand before the advance of prices took place. Do you mean to argue that because I was getting a reasonable price before that I had no earthly right to raise my price and get an extra profit as long as my stock held out? I do not hesitate to say that I did raise my price promptly, and I do not feel like an outcast, but feel bad because my stock is fast disappearing, and when I buy again my profits will be materially smaller than they have been for some time on that line of goods.

A SUBSCRIBER.

The statement to which this subscriber takes exception appeared on the cover and was as follows:—

The Merchant who is making enough profit before, and who raises food prices in war times unnecessarily—merely to take advantage of a situation and make more money for himself, is a traitor to every generous instinct and ought to be made an outcast of society

The writer does not hesitate to reiterate this opinion, and he regrets that this subscriber does not agree with him. If a retailer was already selling flour at a satisfactory profit, we repeat that we can see no fair reason for advancing his prices on stock in hand until the profit became exorbitant, for if the profit was fair before the advance it was exorbitant afterward. What good reason could there possibly be for an advance under such conditions?

Of course if circumstances beyond a retailer's control had forced him to sell flour for years at cost or below, as we know some retailers have been forced to do, then we believe the situation would be different. In that case a retailer could legitimately use the war, or anything else, as a means of getting prices where they would not only pay him a profit on present sales, but help him get back the profit he had lost on former sales.

Let us ask this subscriber a fair question: If he had had his thirty barrels of flour, and the market had declined as much as the war has recently advanced it, would he—unless forced to do so by competition—consider that he was under obligation to *reduce* his price before the thirty barrels were gone?

The brief reference in another column to a resolution presented in Congress by a Philadelphia member, preventing dealing in futures

until the war situation has cleared, will be an interesting addition to the collection of absurdities which have been bred by the European war. A resolution of Congress authorizing the President to stop a form of trading which is carried on under State laws, as well as Federal laws, and which is carried on, as is well established, with perfect legality, is rank foolishness. Not even the President of the United States can make law in that way. With or without the resolution, the President cannot stop future trading; only a new law can do that, and there would always be a question whether such law was constitutional.

Although we do not believe in the buying and selling of futures, considering the practice to be of benefit to packers only, there is no question that it is absolutely legal, and probably, under present State and Federal constitutions, could never be made illegal. Only when the trade voluntarily stop it will it cease.

Not long ago a representative farmer in a district where the mail-order houses sell lots of goods was asked to frankly state why he and other farmers of his acquaintance preferred to buy goods of the mail-order house rather than of his local merchants. This was his answer:

Few, if any, farmers prefer to send off orders, but do so because of the fact that if they want some small article they pick up mail order catalogue, find price and write (send by parcel post) and soon have what they want delivered at the

door. It is an easy way—no trouble—whereas if the same order was bought at the local merchant's, one has to go to town and make inquiries at the different stores to find such things as wanted. Sometimes the price may be almost the same, which means that in those cases it would not pay the farmers to send for such things. But many times there is a difference in price of 30 to 60 per cent. that makes the mail order patron think the merchant wants to hold him up.

Now the mail order farmers are willing to trade at home if they think they are getting a square deal. They also expect the merchant to make a profit and expenses.

Without doubt most articles sold both by general merchants and by mail-order houses are sold as cheap by the former as by the latter. A few articles cost more at the local store, and some cost less. So that the question of prices is not troublesome when we try to meet this farmer's objections. What he really buys on in our opinion is the mail-order catalogue, as to which we fear that the mail-order concern will always have it on the country storekeeper. It is quite impossible for the average storekeeper to publish an illustrated catalogue of his stock, and if the consumer is demanding that as the price of his patronage, he will continue to give it to the mail-order house.

Is it not remarkable that the sanitary inspectors who examined every store in Jamestown, N. D., gave no grocery store more than 94.5 per cent., and found it necessary to give one store 53.5 per cent. Only one store, a candy store, got 100 per cent. The average of all the grocery stores examined, for cleanliness and sanitation, was only 80.3 per cent. The average of the slaughter houses was only 45—less than half as good as they ought to be.

Is it impossible to conduct a grocery store *perfectly*? We have seen the results of a number of sanitary inspections, and in not one case that we have seen has a grocery store been given a rating of 100 per cent. It seems incredible that *nobody* is doing as well as he could do.

The probability is that most of these stores were clean enough in

the parts seen by customers. The Jamestown report says: "Of three grocery stores which did pass, the condition of the toilet basement and back room is responsible." The parts that customers do not see, and which proprietors therefore do not think it necessary to give as much care to. This is directly opposed to the whole sanitation movement, for it is the secret places which are always the filthiest, and which consequently need cleaning up the first.

Grocers have troubles of their own, they have gotten along well enough, they think, by conducting their stores as they conduct them now, and it seems an imposition to add the considerable burden of making their stores sanitary every part. But there is the public to think of, and besides that, it pays from every standpoint, to make a store as nearly chemically clean as can be done. To-day the great advertisement a food store can have is absolute cleanliness.

Written for the "Modern Merchant and Grocery World."

Push Home Packed Peas Now That French and Belgium Peas are Unavailable.

Well Known Western Factor Emphasizes Fact That We Can be Whole Independent of Imported Peas. No Retailer Need Carry Imported Peas in Stock any Longer.

It is to be hoped that the retailers of the United States will take advantage of the stoppage of imports to push the sale of domestic canned peas. The sale of imported peas has been growing less each succeeding year as the number of pea canning factories in the country increased and as improvements have been made in methods of growing and handling this article.

In the production of domestic peas extreme care is taken to produce strains which have a high sugar content and give a large percentage of small peas. These strains are bred up through succeeding generations and in many instances seed experts have worked for ten years on a single variety.

before giving it to the canners for use.

The principal demand for imported peas has been in the smaller sizes, principally the Petit Pois and American packers have succeeded in producing Petit Pois and Extra Sifted Early June and sugar peas which in style, appearance and flavor are far superior to the imported article and at a much lower price.

The dealer who will push high-grade domestic peas under brands backed by responsible canners and distributors will be surprised and delighted with the response from the trade and will very soon find no necessity for carrying imported peas in stock. RALPH W. CRARY, Waukesha, Wis.,

August 31, 1914.

Congressional Resolution Introduced Forbidding Future Business.

Representative Edmonds, of Philadelphia, on Tuesday last introduced in the House a resolution to prevent "future" sales and all forms of gambling in food-stuffs. He believes the adoption of his resolution will reduce prices. The resolution authorizes the President to direct that all "future" sales be discontinued if he finds it will benefit the general condition regarding food prices.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Is the Boss Away?—Nine times out of ten there isn't a man around the place that needs a vacation worse than he does.

He works double.

And his end—the end that you are not up against, is the tiresome one.

At any rate, he's away, and strange as it may seem, the whole pleasure of his trip rests with you fellows who run things in his absence.

This is the time to brace up. This is the time to show what you are made of.

The best reception you can give him on his return is for you all to prove that you have been on the job and that you have faithfully carried out his instructions.

I can assure you it is most discouraging when an official returns to his place of business and finds that things have been running in a loose way, and finding further that the general appearance of the store suggests deadness.

The time to break loose and do things is this very time. Clean up. Fix up. Make new displays; but above all, give the trade your best attention and act so you can fearlessly put a few sound replies to the question: "What have I done to-day to advance this business?"

You know, gentlemen, service, heart service, is really at the bottom of all success.

Bluff is silly. It's silly because there is no anchor to it. If you are assuming "what you are not," sharp judgment soon detects it.

An ounce of fidelity—is worth a pound of smartness.

So the boss' vacation will do him the most good when most of you are a party to it.

Vacation is purely a mental relax.

Inefficiency in his absence will simply mar that relax so that it cannot again be looked forward to with the proper degree of pleasure.

The fellows that have the best time are the ones that do the true things. Besides, doing right is easier. There's no scheming to it. And there's no come-backs.

Last year this time the first Florida grapefruit had come North, but this year there is no sign of it.

COX'S

Instant Powdered

GELATINE

The good, reliable gelatine known to housewives for more than 70 years.

As standard as sterling silver. Always a ready seller.



The Checkerboard Package

Ask your jobber for the new prices which allow you a more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City

Sole Agents in U.S. for J. & G. Cox, Ltd., Edinburgh, Scotland

45—You should push nationally advertised goods to the front because the manufacturers of all of them are willing to give you other selling helps in addition to their national advertising.

¶ This probably has no exception. Outside of spending thousands of dollars every year to create a demand, probably every manufacturer of a nationally advertised product will send you expensive advertising matter to distribute or display, and sometimes will even send you men, with the object of creating more demand. Granting that the manufacturer is a beneficiary from this extra work, are you not also a beneficiary?

¶ How many manufacturers or packers of non-advertised brands will do all this? As a matter of cold business policy, which class of products will it pay you best to tie to?

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Co., "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Co., "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Stereo Cubes"
Farwell & Rhines, "Crisp Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Co., "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

The New York Letter

Four Public Markets Opened by City For Direct Dealings Between Producers and Consumers. Committee on High Food Prices Makes its Report. Thinks Overbuying by Merchants and Public Largely Responsible. Three Recommendations to Prevent Further Advance. Inquiry Into War Prices Continues. District Attorney's Conclusions. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Sept. 4, 1914.

The trade have been considerably interested during the week by the experiment of the Mayor's Citizens' Committee of opening public markets for the purpose, as they announce, of reducing the cost of living to consumers. The first of these public markets were opened last Tuesday and amounted all told to four. Farmers from the surrounding country, including many from northern New Jersey and Long Island, pushcart men, commission men and representatives of one department store, came in and occupied the market, rent free, under the consent of the city.

The committee had inspectors present who examined everything and supervised the sales. Undoubtedly very low prices were made on some articles. Bread was sold at 4 cents a loaf and many pounds of sugar at 7 cents, and potatoes and corn were sold much under the regular retailer's price, and so were peaches and apples. There seemed to be no fixed price on anything; the seller got as much as he could, considering the grade of his wares. The markets are now open every morning at 6 o'clock, and it appears to be expected that they will do considerable business so long as they undersell the prices prevailing among the retail trade.

During the week the Municipal Committee, which has been investigating the local food supply and the effect of the European war upon it, has made its first preliminary report. It is very lengthy and can only be referred to here. The committee finds that the increase in prices has been almost wholly brought about by the following four factors:—

First.—The present and anticipated foreign demand for our domestic foodstuffs for future shipment.

Second.—The heavy buying of household supplies by housewives against future needs.

Third.—The holding back by the producer.

Fourth.—The stocking up by local storekeepers and village storekeepers—the latter class having made unusually heavy demands on the producers and wholesalers throughout the country.

Another fact is that both merchants and consumers have overbought, expecting prices were going even higher. The committee believes that there has been some collusion to raise prices in some places and on some articles, but does not believe that these instances can be reached by the law. The committee also finds that another factor in the advance is that a considerable quantity of food products has been engaged for export just as soon as there are ships to carry it.

The committee considers the proposition that an embargo on exports should be made at this time in order to prevent holders from reaping an unwarranted profit by squeezing not only the consumers of Europe but those of this country. It does not believe that the plan is wise, for the reason that this country owes Europe a considerable sum of money. It believes that the debt might better be paid in foodstuffs than in gold.

The committee believes that if the war continues prices will get steadily higher but that the war, in spite of this, will be beneficial to us by opening up new markets for our manufacturers and new ways of manufacturing goods in this country.

Macaroni is mentioned as an illustration. Last year Italy exported 50,000 tons of macaroni to the United States, notwithstanding the fact that we make an excellent macaroni ourselves. The committee does not believe that the opening of city markets will permanently solve the problem of high prices, but agrees that they probably will do so temporarily.

If the war is to continue the committee makes three important recommendations, as follows:—

First.—Substitute foods, by which we do not mean adulterated foods, but foods that are nutritious and strengthening that heretofore have not been generally used by our people.

Second.—Through our public schools, churches and public meetings, educate ourselves as to the relative nutritious value of foods, how to buy them, how to cook them and how to conserve their use.

Third.—Immediately set about to try to increase the railway and other facilities by which foodstuffs are brought into this city, that the supply may be increased and, as speedily as possible, the method of distribution improved and cheapened.

The report is signed by George W. Perkins, chairman of the committee.

The inquiry into the high prices of food continued before Magistrate McAdoo during the week. The principal witness was Edwin F. Atkins, chairman of the Board of Directors of the American Sugar Refining Co. He explained the present high prices of sugar without, however, making any revelations which have not already been made. Speculation in England and Cuba, according to Mr. Atkins, was the main reason for the advance, both in raw and refined sugar. He said that the cost of refining a hun-

dred pounds of sugar had been cents but that unusual conditions had now increased that to 75 cents which means that the refiner makes no money until the margin between raw and refined exceeds $\frac{3}{4}$ cent. He denied the existence of a combination to fix prices and that refiners were not storing plus stock. The whole cause of advance was the extraordinary demand from England, both in this country and in Cuba, owing to the fact that England could not get sugar from her usual European sources.

Another witness before the magistrate was John H. Sims, of the Hecker-Jones-Jewell Co., who testified about flour. He said that his company's product had risen to \$5.90 per barrel on July 25th to \$7.20 on August 28th; for a time during that interval the market was \$7.50. He said that of it was the high price of wheat which, in turn, was due to the speculators and farmers. The farmers, he said, were the prime movers; they would not sell their wheat.

A number of wholesale and grocery grocers were also called, and

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

timony along the lines of previous witnesses.

After the week's testimony was in District Attorney Whitman ve out a statement in which he de certain deductions from the timony as given. The substance this statement was that the increase in the prices of meats to nsumers was due to the increased ices made to the retailers, the late of which was due, according to e packers, to the decrease in the pply of cattle, hogs, sheep, lambs, e., offered for sale in the great e stock markets. The testimony ven by the packers attributed this ficiency in receipts to the follow- g factors:—

(a) To a gradual decrease, during the past two or three years, in the gross domestic production of cattle;

(b) To a steady increase in the domestic demand for fresh meats, due to a constantly increasing population;

(c) To the fact (stated as a matter of opinion) that large numbers of farmers are not shipping their live stock to the market because of their being engaged in the harvesting of crops;

(d) To the fact (stated as a matter of opinion) that a large number of farmers are withholding their cattle from the market in the belief that the existence of a state of war in Europe will enable them, later in the year, to obtain higher prices than those prevailing now;

(e) That the Department of Agriculture of the Federal Government has advised the farmers to hold their wheat, etc., and that the farmers have concluded that if it were advisable for them to hold their wheat, etc., it would also be to their advantage to hold their cattle.

The District Attorney laid great stress upon the fact that the packers had also increased the price of Argentine beef, which they export and which is not affected by the shortage in this country, to the same extent to which they have increased the price of their own beef. The District Attorney intimates that the consumers of the country are being robbed of the effect of the tariff, which allowed large quantities of South American beef to come in, by the fact that the packers obtained control of this and have therefore prevented the price from declining.

The District Attorney does not announce any conclusion as to whether the advance in the price of meats is legitimate or not. He merely decides that further evidence is necessary as to whether there is competition among the packing companies as to buying live stock; as to whether the schedules of receipts and sales of beef, lamb, etc., as given by the packers, are true, and whether there is any com-



KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Sell FRANKLIN CARTON SUGAR Instead of Bothering with Bags

One of our machines can fill 127 CARTONS with FRANKLIN CARTON SUGAR in the time it takes to fill, fold and tie a paper bag. There are 127 more sensible things to do in a grocery store than put up sugar; it's not only a foolish waste of time, even if the boy does it, but besides the cost of the labor you must also take the cost of the bags and the twine and the loss from overweight out of the slender margin of profit.

FRANKLIN CARTON SUGAR is ready to sell when you get it; it's as handy as cans of tomatoes or bottles of pickles. It's a tight, neat, clean, convenient, sanitary package that will please your customers as much as yourself. The CARTON does not burst on the way to a customer's home and let the sugar get over everything in the basket or box, it does not burst or fall over and spill when customers handle it. Women like its cleanliness; they like the sparkling white purity of the sugar. Once you start them buying it, they will always buy it.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Here's the finest sugar you can possibly buy—FRANKLIN CARTON SUGAR. In the first place, it's absolutely clean, pure sugar and, in the second place, the sanitary CARTON keeps it clean, to the last grain."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

bination among the packers to the prices of meats.

SUMMARY OF THE MARKETS.

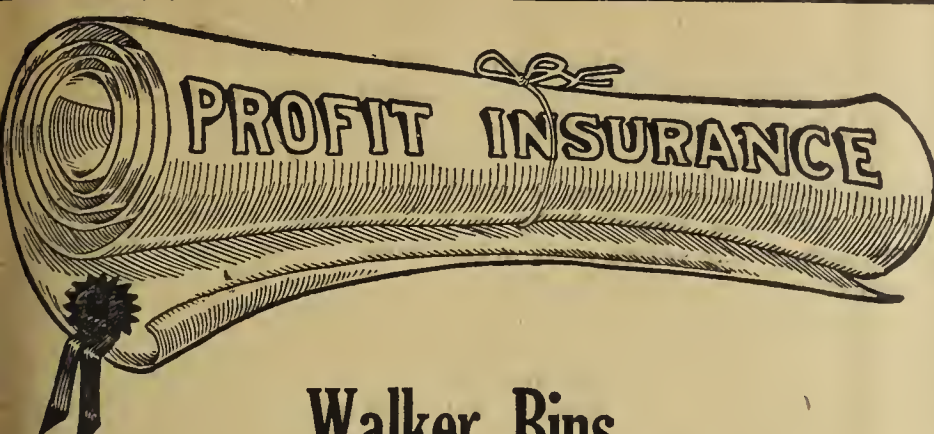
The coffee market is heavy with very little interest being taken by buyers. Values are easy. News from Brazil indicates fair supply of coffee.—Tea: buyers holding on account of uncertainties of situation. No radical change in the week. Prices fairly steady though easier in primary markets.—Rice steady and considerably quieter.—Spices unchanged. Pepper and cloves steady. Business light.—Syrup and molasses unchanged and firm.—Tapioca quiet and steady.—Sugar unchanged on last week's basis.—California almonds firm on news from the coast of opening prices 2 cents above year.—Raisins unchanged from week ago. Currants uncertain and unsettled. No definite arrangements to ship have been made yet. Prunes very quiet. Prices unchanged. Apricots quiet and unchanged, although peaches are shade firmer.—Sicily lemons unchanged and demand equal to supply.—Canned tomatoes easier cause of larger offerings. Corn slow but strong. Peas generally firmer but quiet.—Alaska salmon strong with moderate demand and high opening prices.—Wheat shows further advances and is very strong on buying for foreign account. Flour very firm and high.—Provisions lower on account of liberal receipts. Demand active.

Pennsylvania News Items

The Norristown Wholesale Grocery Co. is being incorporated with an authorized capital of \$100,000. It will take over the business of Scheetz, Mr. Scheetz retiring. C. F. Terry, president and general manager.

Mr. D. E. Durbin, president of the Retail Grocers' Protective Union of Pittsburg, has announced his candidacy for the presidency of the Pennsylvania Retail Merchants' Association. He is now the second vice-president of the State association.

Enclosed find check in payment in full for two years' subscription of your mighty good magazine "Modern Merchant and Grocery World." Would not like to be without it for five times its cost. George R. Null, Sykesville, Pa.



PROFIT INSURANCE

Walker Bins

Insure Your Profits and We Insure Walker Bins—Free

When you "buy" fixtures from us we hand you a policy of insurance, with the invoice, assuring you against having to "buy" other fixtures on account of wear and tear. You not only "buy" fixtures that are perfectly made of perfect material, but, you also "buy" SERVICE, and GET it. We take care of you. 8,000 tickled-to-death grocers endorse WALKER BINS—8,000 reasons for you to "buy." NOTE—We've quoted the word "buy" all through this advertisement, but, we'd rather quote "YOU." Will you let us do it? We've told our life story in catalogue "G." Write for it.

WALKER BIN COMPANY

Complete Store Fixtures for Grocers

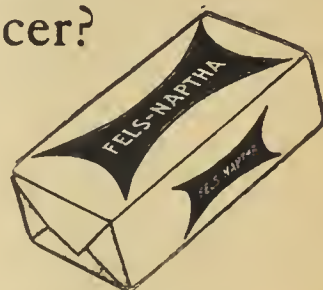
Lake Street and N. Y. C. Siding
PENN YAN, N. Y.

First of all

(as to Fels-Naptha Soap) is Quality: the product does exactly what its makers claim. Boiling, scalding, work, and time, are all saved, too.

¶ Little wonder at the popularity of Fels-Naptha with the woman and grocer?

Fels & Co.
PHILADELPHIA



Shorter Days

Mean that you will need more light in your store. If you use Electric Light—Mazda Lamps with the proper reflectors—you will have the most satisfactory, sanitary, convenient and economical light.

¶ Our Illuminating Engineering Department will help you get the best lighting service, without charge, if you will say the word.

The Philadelphia Electric Co.
Tenth and Chestnut Streets



All Ages Buy Red Seal Lye

There is no article on your shelves that will sell to as many customers as RED SEAL LYE. All ages and classes know its power as a cleanser and saver of housework. Call your customer's attention to the handy sift top package. If sales don't come fast enough, write us. We have a system that brings dollars to our dealers

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue

Philadelphia

WHAT TO TELL CUSTOMERS

"RED SEAL LYE will save you more work and cleanse more articles than anything I know of. Try a can."



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Grocery Markets

Tea.

The tea market is gradually steadying itself, although the week does not show any remarkable decline in values. The feeling, however, is undoubtedly a shade easier, and unless something interferes with the pending plans for straightening the difficulties out, the market will probably settle still further as time goes on. The consumptive demand for tea is fair.

Coffee.

The coffee market is practically at a standstill, and the trade during the past week has been exceedingly light. Everybody is afraid of the market on ordinary grades of Rio and Santos, although there has been no quotable decline in these since a week ago. Coffee is gradually being arranged for to come forward from Brazil, and there is a fair quantity in the country, especially of Rio. The available supply of Brazils, including the better grades, is not heavy, but is much better than it promised to be a short time ago. The better grades of Santos are still commanding a premium and rule relatively considerably higher than ordinary grades. Mocha has eased off still further and sales of green Mocha, in a large way, have been made during the week as low as 25 cents. Even this is high compared with former prices, but is about 4 cents below the highest price reached during the war disturbance. Java is unchanged and quiet.

Sugar.

The sugar market is unchanged on last week's basis. Refiners are now quoting $7\frac{1}{4}$ cents for granulated and raws are generally quoted at 6.2 cents. In both cases this is a substantial fraction below the highest price ruling since the war opened. England is making contracts for Cuban sugar for January and February shipment at very high prices and no radical relief from the present high market is in sight. The consumptive demand for sugar is good.

Syrup and Molasses.

Glucose has shown no change during the week nor has compound syrup. Tinned syrups have advanced probably 20 cents altogether from the lowest point, due to the increasing prices for all corn products. Sugar syrups have partaken of the advance in sugars and are quoted at 7 cents per gallon higher than before the war. The demand is very light. Molasses unchanged and quiet.

Fish.

There has been no special change in mackerel during the week. Shore mackerel are still firmly held on a basis of a total advance of about \$7 per barrel. Irish mackerel have been and are scarce at an advance of perhaps \$4 per barrel. Some new Norways have come over on a basis of about \$5 above last year. The catch already exceeds last year and the

only difficulty seems to be getting them over. If this difficulty is solved, prices will be lower. Cod, hake and haddock are unchanged and quiet, but the future market is very firm, due to poor catch. Prices will be higher than last year. Domestic sardines are working up, and foreign are unchanged from last week. None are coming over, but Norwegian, which rule at moderate prices. Prices on new pack Alaska salmon have been made during the week on a basis about 30 cents above last year. Red Alaska talls in a large way is \$1.45, f. o. b., against \$1.15 last year, and pink 90 cents, as against 65 cents last year. Sockeye talls are \$1.95, as against \$1.50 last year, and halves are \$1.35, as against \$1.05 last year. Spot salmon is higher in consequence.

Canned Goods.

There has been a slackening of interest on the part of the jobbers, who have all more or less supplied their early requirements in tomatoes. The packers of Maryland and Delaware are pretty well into the height of their pack and indications are pointing toward an early closing, most of the tomatoes coming in at one time. Where packers have not sold a good many for future delivery, they are apt to need some money to finance their operations, and there is a slightly weaker tendency in the situation. Quotations range to-day from 75 to $77\frac{1}{2}$ cents, f. o. b. factory, in a large way, according to the packers. Indications point to a higher market later on, but for the time being it is possible to pick up some good trades. Packers of corn report that the yield is not turning out as well as expected, and in consequence the quantity of their pack will be more or less curtailed. This has created a very strong feeling, and the market is ruling very strong, prices ranging from $67\frac{1}{2}$ to 70 cents, f. o. b. factory, for Maryland stock. There is no indication of weakness in other sections of the country on corn prices, and the general belief is that the market will be sustained. There is very little business doing at the present time, owing to reluctance on the part of the sellers to part with any of their prospective holdings. They prefer to await the outcome of their pack before offering any further lots. The situation on peas is unchanged. Most of the Southern holdings of packers have been cleaned up, and the New York State packers are not quite through, in consequence of which they are not offering any of their surplus stocks to any extent. What quotations are coming forward do not show any sign of weakness, and a steady market is expected on ordinary grades, with a good strong market on fancy grades, as there is very rarely a surplus of the higher grades. All other lines of vegetables are more or less quiet and buyers are awaiting

deliveries of their earlier purchases. The question of delivery in the future is causing quite some anxiety, particularly on string beans and wax beans, as all indications point to only an ordinary crop as to quantity. No change in small Baltimore stock, fruits or vegetables. California canned fruits are quiet; deliveries are getting ready to be started from the coast. Buyers have all anticipated their requirements earlier in the season, and sales have been comparatively heavy. There is no pressure to sell fruit from first hands. The market generally is in very good shape and not likely to be any lower.

Beans and Peas.

The market is practically unchanged in beans and peas. Pea beans are ruling in a jobbing way at \$3 per bushel. Marrow beans \$4.25 per bushel; red kidney beans \$4. California lima beans 9 cents per pound. A carload of new crop California lima beans is now in transit from California to New York, shipped on August 22d by J. M. Waterman Selling Agency. This is the first car that has been shipped this season of the 1914 crop. There has been no change in the future situation on dried limas, and reports from the coast indicate that a very large percentage of this year's crop has been sold by the growers. It is generally expected that prices will be maintained for a few months on account of heavy sales and the necessity of getting shipments out on time. It is barely possible that after the early shipments are completed that there might be a slightly lower range of values.

Dried Fruits.

There is nothing doing in peaches or apricots and prices are unchanged from quotations of last week. Prunes have shown considerable activity, and the market has advanced from $\frac{1}{4}$ to $\frac{1}{2}$ cent per pound above last week's quotations. The general impression of this advance is that same has been caused almost entirely by speculative efforts on the part of large operators on the coast, who have been buying more or less heavy all season at comparatively high prices, and they naturally desire to protect these purchases. This buying has been carried on to such an extent that reports indicate fully 75 per cent. of the crop has been sold by the growers. What the outcome will be is surely guess work, as sales to jobbers throughout the East have been rather light.

Provisions.

Everything in the smoked meat line is steady at unchanged prices, with a seasonable consumptive demand. Pure lard is firm at $\frac{1}{4}$ cent advance, while compound is steady at the advance reported last week, with a good consumptive demand. No change is likely to with a fair consumptive demand at unchanged prices. Dried beef is firm at 1 cent per pound advance. Canned meats are firm, with a good consumptive demand. No change is likely to occur in provisions in the near future.

Butter.

The receipts of butter are about normal for the season. The quality arriving is good, considering the hot weather we have been having. The consumptive

demand is very good. The market is in a healthy condition on the present basis of quotations. All grades are moving out satisfactorily. No change is likely to occur in the immediate future.

Eggs.

The receipts of eggs are normal. The market is in a healthy condition, with a good consumptive demand. No change from the present quotations is expected in the coming week.

Cheese.

The receipts of cheese are good. The quality arriving is fully up to standard for the season. The market is steady on the present basis of quotations. The consumptive demand is normal for the season. No immediate change in prices is expected.

INDIVIDUAL MARKET REPORTS

Standard Canned Goods.

A change for the better occurred last week in the weather conditions which stayed, at least, the damage that was being done to the tomato crop by excessively hot and dry weather during the previous ten days. A slow, drizzly rain fell on Tuesday, lasting about 20 hours, followed next day by a day of heavy atmosphere which gave it a chance to soak in. Toward the last of the week the temperature was normal with more showers. This favorable change in the weather will, or should be of much benefit to the tomato vine and to the fruit that is now in sight. How much good will be done by it, and how far it will extend, depends largely upon the weather during the next two weeks. The "crown" tomatoes, that is, the fruit that grows at the top of the vines, had well-nigh been ruined. If the roots of the vines are still in a healthy condition, and the weather proves to be favorable throughout the remainder of the season, there is still a chance for a good-sized crop, but the most optimistic do not expect output to equal that of last year.

The activity in tomatoes continues throughout the week up to the close of business, with indications that the market in the coming week will also be active. As usual, there are strong arguments presented on each side as to whether the market prices ought to advance during the canning season opens up, or whether they should decline to a lower range of figures than the closing prices of the day, when the present buying movement runs its course. The jobber cannot do business without canned tomatoes; the canner cannot do business unless the jobbers buy his wares. Will the buying in September be large than the buying in August? The law of supply and demand, as usual, govern the course of prices.

It is conceded that the corn crop is decidedly worse off than the tomato crop, as a result of the long drought and it is too late now for favorable weather conditions to be of any benefit to it. Spot corn advanced rapidly last week, it is nearly sold out, and the growers do not want to book any more for the 1914 pack unless at very high prices. The advance in baked beans is sustained. Spot sweet potatoes are a shade higher, and for future delivery they are stronger. The new crop of pole variety in green lima beans is arriving and reports indicate a steady crop. Spinach was active in small quantities during the week, and so were string beans. The other vegetables are quiet and unchanged.

The crop of Maryland peaches is larger and of better quality than it has been in a long time, and the demand has been of fair size this month. The buying, so far is of unpeeled pie peaches, seconds peaches in water, and also

syrup, and of the standard grade peaches in syrup. These peaches are in attention. New apples are ready for prompt shipment, and the quality is satisfactory. A few pears are being packed in water, and they are in demand for prompt shipment, because last year's pack has been sold out for several months. The stocks of pineapples are remarkably small for this time of the season and prices are stronger. There will be the usual demand for berries this fall, the prices will improve. The other fruits are unchanged. The oysters are almost at a standstill this week, and no changes in the quotations.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

With regard to Holland herring, our correspondent in Holland reports that owing to dangers connected with the fishing in the North Sea, practically the entire herring fleet has returned home. Those vessels remaining outside that are not acquainted with the serious situation and condition of the North Sea, are practically mined, and therefore dangerous to navigation. For the time being, consequently, the Holland herring may be considered closed. No herring can be obtained for Holland herefrom our friends abroad.

That will make business more difficult hereafter is the serious question of foreign exchange, because our goods abroad will sell only in their own foreign currency, and request that they be paid before shipment of the goods at the present enormously high rate of exchange. In fact, the shippers of various countries with whom we have all come together and formal negotiations agreeing not to sell any of their goods except in foreign currency. Unless bills are covered by cash gold payments before shipments are made, of course, cannot blame them, but at the same time it makes conducting business with Europe to-day a most difficult matter.

Scotch herrings, shipments are still coming, but how long this will continue we do not know. At one time the English Government prohibited export of salt herrings, but has rescinded the order, so some vessels bearing salt herrings have come forward; in fact, one arrived yesterday. Prices for salt herrings in this market are very high, but the high prices are well justified.

The sardine situation presents the same aspect as reported last week. Of course, if sardines there is practically no stock here, and naturally, no stocks can be forthcoming from France, fishing has entirely stopped there. In Portugal, according to cables received, the fishing has stopped altogether for the time being. Of course, there are a few boats on the way which have been sent before the war started, and being shipped via various ports are now here on the high seas, or in some foreign ports. We ourselves have some goods now at the port of Antwerp, confiscated by the enemy, and we have recourse to the courts to obtain possession of our goods, if such recovery is possible.

Belgian sprats, of course there is no stock obtainable. The factory that was present, and the only one in Belgium that is packing sprats, is located in Germany, and Heaven only knows if the factory is still standing and if any managers of the factory are still there because we are quite sure that they have all gone to the front.

In Norway it is most difficult to obtain shipments, but even if those friends who wanted to ship they have practically nothing to sell and there is no stock of sardines, or very little. It is interesting that prices for Norway sardines have not advanced more than they have. The advance is merely trifling. As far as we can see, the present

GREETING

*To all members of the
Retail Merchants' Association
of Pennsylvania
in Convention at Philadelphia*

The Quaker City extends to you a warm and generous welcome. We have a big city and many interesting and instructive relics and busy plants for you to see: The State House, containing the old cracked Liberty Bell, at Fifth and Chestnut streets; Christ Church, Second above Market, where many of our illustrious citizens worshipped one hundred years ago—and around the corner at 232-234 Market street you will find the building and plant of Parke's Unmatchable Coffee—the largest in the State—it's worth seeing. You will feel at home and enjoy a visit which will repay you. The merchants of the country are always welcome, and they come to visit us from all parts of the United States.

L. S. Parke Company

232-234 MARKET STREET, PHILADELPHIA

"THE BEST BY EVERY TEST"

Sauer's
FLAVORING EXTRACTS

The Extracts That Sell



Sauer's Flavoring Extracts are the largest selling brand of extracts in the entire country, and this great business has been built up strictly on the basis of **purity** and **quality**. The success of our policy proves **Sauer's Flavoring Extracts** are the *best for you to sell*; they have pleased wherever introduced, so they are sure to please your customers and bring you steady sales and good profits.

The C. F. Sauer Company

RICHMOND, VA.



WHAT TO TELL CUSTOMERS

"We sell and recommend SAUER'S FLAVORING EXTRACTS because they are ABSOLUTELY PURE and always give entire satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

prices cannot last very long. They bound to advance very shortly, because there is no decided scarcity of Norwegian sardines in this country. This is also to other Norwegian canned goods. STROHMEYER & ARPE C New York.

MARKET NOTES.

Peaches are still draggy. Despite the fact that New York State will have practically no crop, the market is of peaches and the price ranges from 15 to 80 cents per basket. They are nearby. New York's disaster comes from early frost.

Tomatoes are fairly high considering the season—60 cents for the best. Others are paying 20 cents.

Apples are selling at fair prices to \$2.50 per barrel, 50 to 60 cents per basket. There is a good demand for large apples, which are scarce. Last year the market was almost twice what it is now.

Florida is shipping alligator pumpkins North, but they are scarce and not wanted. They average \$1.50 per dozen.

There are plenty of imported lemons on the market, but they are bringing high prices—up to \$7, and from \$1 down to \$1. This is much higher than last year.

Nearby grapes average 50 cents a case, or 8 to 9 cents a basket. California Tokays are \$1 to \$1.40.

There are plenty of Colorado Colorado loupes coming forward, but they are poor and sell at low prices—75 cents \$1 per crate.

Government Agents Find Very Little Evidence of Conspiracy to Raise Food Prices.

Only in Boston have the agents of the Department of Commerce, according to the inquiry into the price of foodstuffs, found evidence, it is reported, of a nature sufficient to warrant further probing into the charges of conspiracy to boost food prices. Reports from New York, Washington and other Eastern cities show a general decline in food prices from various causes, but do not indicate their belief that it warrants a Federal prosecution. Reports from New Orleans, Pittsburgh, San Francisco, St. Louis, Seattle and other cities from the Department of Commerce have been turned into the Department of Justice, but no announcement as to their general tenor has been made. Officials of the Department of Justice are now busy comparing reports with those made by District attorneys and other officials throughout the country, and it is understood some additional evidence of great value in possible prosecutions has been obtained. Attorney-General McRee has had called to his attention an alleged "fish trust," which is now said to be operating in Maine, Massachusetts and New Jersey. Newspaper information and reports from private sources regarding this trust have come to

Dry Goods—Notions—Knit Wear

Prices and Conditions With Ribbons.

Possibly domestic manufacturers of ribbons can—in a pinch—cope with the demand; but there is a steady call for imported goods which is insistent and will be satisfied, advancing prices without having any great cooling tendency. Naturally the American manufacturer is not to reap all the benefit possible which is legitimate and proper under the circumstances. On this score an authority in the primary market expressed the following opinion: "Several of the large manufacturers of plain ribbons are reported to have already started selling for next spring. As a rule, however, manufacturers are not inclined to be in a hurry for advances with conditions more unsettled than usual. The lines already out are expected to be priced for spring at the same rates that prevail to-day.

The present demand continues along lines previously reported; that is, very narrow goods, such as an inch and an inch and a quarter, and very wide goods, up to 108 lignes, being wanted. Black silks, wide black satins and stripes are the leaders. The millinery trade favors dark colors, like blues, browns and blacks, but the dry goods trade is taking a longer range of colors.

The situation in black velvets is a disturbed one, because of imports being cut off. Large buyers who have been holding back on their spring orders with domestic mills, believing there was no hurry, are now covering themselves and are paying, it is said, about 1 cent a yard advance. A policy of moderation is being maintained by some of the largest manufacturers of these ribbons, heads of such companies not being favorable to the idea of taking undue advantage of present unusual conditions."

Spool Cotton Advanced to Prevent Speculation.

Quite a batch of voluntary testimony reached the Department of Justice when the Federal Government set on foot an investigation of the increased price of various articles due to the current European cataclysm. A wholesaler of notions complained that the Spool Cotton had advanced their line 20 percent., and, in his correspondence with the department, "that, in the face of a large cotton crop, and the lack of ocean transportation, he is unable to appreciate the necessity of an advance in price." The matter was brought to the attention of this company by the "Modern Merchant and Grocery World," eliciting the following reply:—

New York, August 28, 1914.
To the Editor.

Dear Sir:—Upon the subject of the recent increase in the price of certain of our goods, the facts are as follows: The goods referred to in your editorial are all imported, are articles of luxury used only in fancy work, crocheting and em-

broidery, and constitute a very small part of our business. In fact, these imported goods represented only 1.36 per cent. of our total sales during the year 1913. There has been no other increase in our products, except that the price of the Chadwick brand, which had been abnormally low, was increased 4 cents per dozen, or about 10 per cent., which took effect August 15th. This increase was determined upon at the time of the entry of the decrease in the Government suit, under advice of counsel, it having been charged that the Chadwick brand was being sold at an unreasonably low figure and ought to be increased in order to approximate the price of other brands of substantially the same quality.

We should add that the increase of price in imported goods referred to in your editorial was in pursuance of cable instructions from the manufacturers abroad, and that such manufacturers advised us that the increase was necessary in view of the war and in order to prevent speculators from buying up these goods and then putting up the prices. Immediately following the declaration of war we were flooded with orders for these imported goods, obviously not to meet legitimate trade demands, but for speculative purposes; and the increase was intended, among other things, to prevent this. Thus the shipments of the principal article imported, namely, J. & P. Coats' six-cord mercerized crochet cotton, quadrupled; and, in addition to these shipments, numerous orders for thousands of boxes in the aggregate were received, but refused by us on the ground that they were not bona fide trade orders, but solely for the purpose of speculation. If some step had not been taken to stem the abnormal sudden increase of orders we would shortly have had all our imported stock taken and our customers, whom we could not then supply, would have been at the mercy of speculators. It is difficult, if not impracticable, in business to refuse to sell goods which you have on hand, and the ordinary way to stop speculative purchases is to increase the price.

Yours very truly,

THE SPOOL COTTON CO.

B. F. Ilsley, Comptroller.

No doubt speculators in this and other lines handled by general merchants were about snapping up "unconsidered trifles," as it were, in the primary markets, especially. How much of a check an advanced price proved remains to be seen. In any event the storekeeper is the ultimate victim.

Western Merchants Brisk Buyers of Staples.

Advices from the West indicate the general merchant in that favored section is losing no time ordering in his stock for the coming and succeeding seasons. In their weekly review of the dry goods trade the John V. Farwell Co., Chicago, say: "Many items dependent upon Europe for supply are fast being sold up and withdrawn from lines until this country can arrange to produce suitable substitutes. Conditions are unusually favorable for bringing out

Increase Your Business

Intensive retailing presupposes the elimination of waste sales-effort. It does away with the lost time and lost sales resulting from old-time erroneous ideas of selling something that customers do not want.

The modern idea—the efficiency selling-plan—is to sell customers just what they ask for. The public knows, has confidence in, asks for and buys advertised goods.

National Biscuit Company products have become the standard the country over. People have confidence in them—know them, like them, buy them by the millions of packages.

N. B. C. products increase retail-sales-efficiency—they simplify sales-effort—they make business good for every grocer who sells them.

NATIONAL BISCUIT COMPANY

American manufacturing ideas to meet present exigencies. There is a decided boom in the demand for wool dress goods. Retail stocks are low, and a majority of storekeepers bought lightly early in the season. Now, as goods are being received, they find that purchases were insufficient to meet present demand, and are covering their wants by buying very freely in anticipation of scarcity of desirable wool dress fabrics, which is already beginning to be felt. Another cause for this large demand is scarcity of foreign goods and sharp advances being made by domestic manufacturers—legitimate advances caused by scarcity of dyestuffs and certain grades of wool.

"Merchants in market last week increased sales of wool dress goods over 50 per cent. This increase was especially noticeable in black wool dress fabrics. Active sellers are broadcloths, serges, shepherd checks, Roman stripes, worsted and plaids. The future of the glove business depends greatly upon the duration of the war. At present it looks as if the demand will be far greater than the available supply. Printed draperies are selling well for

immediate delivery, with a strong demand for scrims and silkolines. Fur trimmings are very active sellers at present."

Marshall Field & Co., Chicago, in their weekly summary, say: "Buyers continue in the market in great numbers and orders from salesmen on the road are in much better volume than is usual at this season. Merchants are buying liberally, but not speculatively, of lines that may be affected by the cessation of industry in Europe. While there is certain to be a scarcity of imported goods there will be plenty of merchandise of domestic production for both immediate and spring delivery. Merchants in the agricultural districts are optimistic, looking forward to good prices for grains and all foodstuffs, which will tend to keep up their business during the coming months."

In their latest review of trade conditions the Rice-Stix Dry Goods Co., St. Louis, say: "The most noteworthy characteristic of the market continues to be the steady advance in the cost of all imported merchandise. Every day brings new developments in this situation. Particularly is this true of linens, the prices

of which manufacturers are constantly advancing, and this past week has brought forth refusal to quote on certain lines on account of the component parts being unprocurable.

"The dress goods business has developed on broad lines. Plaids of all descriptions have sold within the past two weeks in very large quantities. Shepherd checks, storm, costume and French serges also sell freely, and broadcloths have come forward and probably show greater strength than almost any other item, due to gradual advances by manufacturers and merchants realizing prices at this time are low.

"Buying of all kinds of imported notions is very brisk. Prices have advanced from 10 to 33 per cent., and the supply of German and Austrian goods is absolutely cut off. Hair nets have advanced 75 to 100 per cent. Replenishment of stocks later will be exceedingly difficult, if not impossible."

New Combination Sweaters For Women.

No one is rushing to place orders on a large scale in the sweater line. Authorities in the primary market emphasize the statement that retailers should cover ahead with confidence, particularly that the prospect of advancing wool is affecting alike wool, worsted and zephyr yarns. The summer has proven a successful sweater season for retailing, and therefore the fall trade should be active, which it is not. The typical duplicate order is for a few dozen garments, and in some instances the dozens

have been split—a sort of piking business with which everyone is dissatisfied. New styles are being announced and the samples shown, consisting principally of a combination of vests and capes for women. They are offered in a variety of fabrics, and are smart and fetching. As usual, merchants are regarding them gingerly, but it is predicted they will prove big sellers for the fall and winter.

Fine Dress Goods Favored.

Manufacturers of fine and fancy cottons have not been so upset by the current war troubles abroad as are other branches of the dress goods trade. Merchants have bought with considerable freedom, even at advancing prices, and now appear to have covered their needs temporarily, and in view of the unsettled state of trade in many directions, show a disposition to wait for further developments. Prices are holding very steady. Colors which can no longer be supplied have been withdrawn, chiefly the darker shades, including dark blue.

Goods mostly in demand include lawns and India linons. Organdies are being taken, with voiles also in the favored list. Lace and rice cloths, piques, corded and striped voiles and organdies constitute the bulk of the fancy business. Merchants usually want goods for immediate shipment, indicating stocks on hand are kept low and are frequently replenished. The extension of credits may have something to do with this hand-to-mouth buying, although it has obtained among storekeepers of all classes for a year or more. Fashion changes have also their influence, and no general store is anxious to accumulate slow selling lines by overstocking.

A Pointer On Buying Silks Now.

On the desirable silks the present buying for fall is generally satisfactory. Any buyer who can secure desirable silks for delivery within 60 days at present prices should take advantage of the opportunity. This is the opinion of the best posted men in the market. People who keep in close touch with the trade currents in every branch of the dry goods lines. There has been some sacrifices in prices, but they are not on the most desired goods, either as to weave or worth. Many fancies, for example, that were prepared for early and which the actual demand of this season did not favor, were in the lots pressed for sale. Merchants should be on the lookout for "snaps" of this kind, as they make fine special sales in these piping times.

Looking For Lower Prices in Underwear.

With jobbers going over the underwear lines of unknown makers for better prices, merchants have not been slow in following their example, excepting where they are tied hard and fast to take what is handed them at any old price. Merchants in this classification are not much good either to themselves or anybody else, and what they do, say or sell is of the least importance. Some success has followed this hunt for shaded quotations. One important line of men's 11-pound ribbed goods, for example, has

made concessions variously stated as being from 12½ to 25 cents a dozen on shirts. Their union suits were similarly reduced 50 cents a dozen.

Women's 25-cent vests for the fall season are slow sellers. A line which opened at \$2 to \$2.05 per dozen for two-piece garments are now selling for \$1.75. Union suits were correspondingly cut. On women's goods for next spring in regard to imported lace trimmings, domestic trimmings will be substituted, as the former have been advanced 25 to 30 per cent. within the last few weeks. Merchandise of other description calling for imported anything in finishing will be subjected to the same changes.

The Dyestuff Scare and Hosiery. Action of Manufacturers Who Impose Conditions.

Just how serious the dyestuff situation is it is difficult to say in view of the contrary reports current. Whatever its status may actually be, it is evident a pretty big scare has been thrown into every line of dry goods and allied merchandise dependent upon colorings. The latest is that the acute, so-called, situation is about to be relieved by the arrival of a cargo of dyestuffs from Germany via Rotterdam. A jobber of note, who was asked by the "Modern Merchant and Grocery World" for an expression of opinion as to the real truth, frankly said that inside of two months there would be in the market enough dyestuffs to relieve all anxiety on this score, if there ever had been any in the minds of those who had positive knowledge to the contrary, though unwilling to make any statement, for obvious reasons, to check a bull market.

At any rate, the hosiery men have been seized with the fever, and one Southern mill urges the making of a "strong presentation to Washington devising a method of securing dyestuff via Holland, even as far as using idle (Government) transports at Galveston." As the street phrase runs, that is going some; but it is not likely the administration will favor the "brilliant" idea. It is true, however, that fast dyes, which were a rarity some years ago, are, at the present time, the general thing; and for the greater part such dyestuffs are imported from Germany. The difficulty is chiefly with blacks; and it is conceded that this product cannot be secured from any other source than the German chemists.

Vegetable dyes, which come readily to hand, bleed and turn green. From this merchants may glean that a great quantity of low-price hosiery sold over their counters, and which possibly may have been "guaranteed" to them as "fast black and warranted not to crock," had been colored by the vegetable dye aforesaid. Some mills which are not at all easy in their judgment as to the dyestuff market, are taking orders on the contingent basis that if goods are delivered dyed other than according to sample, there will be no "come back." Others are urging buyers to take more whites and tans and push these in anticipation of a scarcity of blacks.

At a meeting of the officers, directors and Advisory Board of the National Association of Hosiery and Underwear

Manufacturers, in Philadelphia Wednesday it was found that no immediate relief could be expected in the dyestuff situation. Domestic manufacturers stated it would take a year to start any plants for their manufacture. It was therefore resolved that the hosiery manufacturers take no orders for dyed hosiery for delivery beyond January 1st, or beyond such time as their stock of dyestuffs of the individual manufacturers will last. Further orders are to be taken subject to delay in delivery, and also, to a reduction in quantity if circumstances compel. Owing to these conditions white or unbleached will be the prevailing color in all hosiery for next spring and summer.

Boots Shoes Findings

Sell From Factory Only.

As a rule, wholesalers carry only certain lines that sell in a particular territory, and seldom stock the brands traditionally known. A case in point is of the "Walk-Over" shoes, for which a subscriber recently made inquiry, and in respect to which the manufacturer of the attached reply:—

Campello, Mass., August 11, 1914
To the Editor.

Dear Sir:—Concerning something in your paper to the effect that shoes could be obtained of a wholesale dealer, would state that that is incorrect. We sell only to retailers and practically in every case we have but one retail agency in a town. Yours respectfully,
GEO. E. KEITH CO.

Points on the New Lines.

A new Cuban heel, 2¼ inches high, has appeared to supersede the plain the Louis heel.

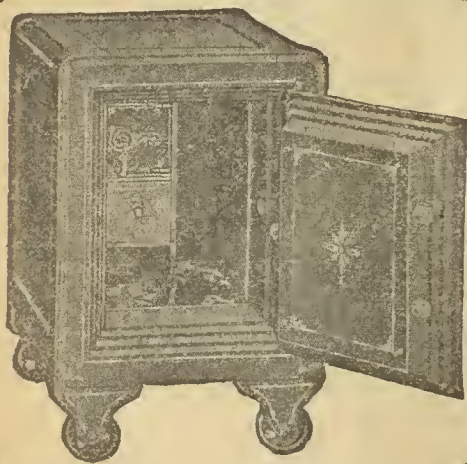
An announcement has been sent by the factories that on all new orders an advance of 25 cents a pair will be made on all kinds of shoes. This means a higher price for leather goods of every description.

The stock of colt's patent leather made from Russian pony skin, has been taken up and the supply cut off. This means a higher price for leather goods of every description.

Strap pumps are plentiful in the lines for next spring. The straps number from one to five and some of them are quite complex. Quite a run of white shoes is counted upon in the season.

While it is a common notion among makers of women's shoes in Massachusetts, change their lasts once a year or thereabouts, yet one firm knows its stylish models for street wear have been using one last for thirty years. It has changed the patterns and leathers a number of times, as in

**This Is Only
\$27.50!**



EVERY merchant needs a safe—a fire-proof, dependable, absolutely sure safe. Here is one for only \$27.50—a safe that we guarantee in all sorts of ways. Our **Gibraltar Safe**, a special that we consider the best value in the United States for the money. Good enough for the largest business, inexpensive enough for the smallest.

Outside, 32 x 22¼ x 22¼; inside, 18 x 14 x 12½. Weight, 750 pounds (you see it's no toy). Name lettered free.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.

s decreed, but it has made no changes in the lasts.

Manufacturers are cutting up a quantity of imperial buck leather, fawn made, and are using it for boot tops; that is, mostly on the gaiter top shoes.

Legitimate Profit in Shoes.

Since the appearance of the address by A. H. Geuting, secretary of the National Shoe Retailers' Association, at Boston, last month, concerning cost of doing business, profit and fixed prices, which was published in this department of the "Modern Merchant and Grocery World," he has received a number of inquiries from merchants who doubtless have misunderstood the points made in his argument. In a special bulletin issued by the association, Secretary Geuting wishes to explain that in the first place no matter what specific percentages were used, the idea was to get into the minds of shoe retailers at first, last and always they must know what it costs them to do business. That cost should include interest on money, rent, salary, as well as depreciation, whether the merchant owns his building or not. These items together give the annual expense, which could be divided by the total annual sales to obtain the per cent. of expense, and in order to be really successful, he should add at least 10 per cent. to this percentage, figured as his legitimate profit.

In the address a 25 per cent. cost of doing business was illustrated, but was intended to be arbitrary. In fact, it is mentioned that there are four classes of stores, some in which the cost is 30 per cent. or more, and some in which it is considerably under 25 per cent., but ought he would take as an example 25 per cent. store as being most typical of the average retail shoe store.

Six stores in the same city may each have a different percentage of cost of doing business. Yet each store may be successful, providing its owner or manager forgets the other fellow's expense and makes sure he knows his own, and adds a legitimate profit to it.

General Advance in Prices Imminent. Shortage in Supplies and Findings.

Possibly the public, as yet, are not specially concerned about the advance in the price of footwear of every description. The dealer, on the contrary, keeping close tabs on the market and the attitude of the manufacturer on future deliveries is the occasion of considerable anxiety. In certain quarters, the fact of being obliged to raise prices is a matter of no consequence—an announcement to that effect being sufficient to satisfy the ultimate buyer at retail. As every merchant knows it is not so easy as it looks when the volume of business is taken into consideration the basic foundation for profits. When prices in necessities are increased there is always a tendency on the part of the public to curtail either their average purchase of shoes, or else prefer cheaper and cheaper grades. Neither course is to the liking of the merchant,

particularly when he has taken years and capital to build up a trade along certain lines at recognized figures which guarantee quality, style and general satisfaction.

When circumstances are such that prices must be marked up on shoes, as is held to be necessary at the present time, the retailer figures how much his regular trade will be disturbed. The dealer is convinced in advance that if the prices are radically changed upward, the demand will naturally decline. The problem before him is to maintain his standard of sales at such a level that the same profit will accrue as he has been accustomed to entering up in his books. A loss is occasion for more or less perturbation, according as the shoe annex of a general merchant's stock is skilfully managed or otherwise. Apropos of this is the reported uneasiness in shoe manufacturing circles. Advices from producing centers like Brockton, Lynn, Marlborough, Boston and other New England points; Rochester, N. Y.; St. Louis, Mo.; Philadelphia; Portsmouth, Columbus, Cincinnati and Dayton, Ohio; Lynchburg and Richmond, Va.; New York and Brooklyn, say that "despite the fact that the production of leather in this country is only 50 per cent. of the amount used every year, there will probably be no advance in the price of shoes this winter." Now, as a matter of fact, all orders booked in the spring for fall delivery will be filled at the prices then quoted; but on subsequent business an advance of 25 cents a pair has already been announced by nearly every manufacturer of any prominence.

It is further stated that "if the European war continues the pinch will come next spring, when practically all the available stocks of leather will have been consumed, at which time it may be expected that the retail price of shoes to American consumers will advance about \$1 per pair. Many orders for shoes are being placed now for spring delivery, but the price is not being mentioned." It is declared that whatever the merchandise is worth this next spring the retailers will have to pay, and this price, if higher than at present prevails, will, of course, be passed on to the consumer. At the present time the manufacturers state it is almost impossible for them to buy a piece of patent or shiny leather of any kind in this country. Furthermore, the cloth tops on many shoes are imported from Germany and no more can be obtained from that source. Slipper ornaments of cut steel and rhinestones, which are also produced in Germany, have already advanced in price about 20 per cent. wholesale.

While the manufacturers above referred to have already made the advance quoted, there are other concerns who, in interviews with the "Modern Merchant and Grocery World," say they are about to take the same step. They declare "everything is up in the air, and we hardly know where we stand as to the future. The European disturbance bids fair to cause an increase in the cost of shoes owing to the scarcity of several kinds of leather; and to the abso-



For Big and Little Appetites.

Jell-O fits all kinds of appetites. Children love it, and grown-ups have adopted it as the representative American dessert.

Probably there is nothing else that is good to eat that furnishes so many good reasons for being popular.

JELL-O

has delicious *pure fruit flavors*, it is inexpensive, and can be prepared for the table in a minute by anybody.

THE GENESEE PURE FOOD CO.,
Le Roy, N. Y.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

lute shortage of chemicals and other agents used in the tanning industry. Much rubber, felt and fiber will be used for shoe soles, it is expected. Buttons, eyelets and other findings come from Germany, so there will be a shortage of these also. Other items used in shoe manufacturing, such as bristles, shellac, wax, etc., are also rising in price. There is no desire to advance prices, but as necessity compels."

Popularity of Shoes With Wood Peg Heels.

Polished floors for dancing are bringing about a strong demand for wooden pegged heels and their popularity is already a factor with dealers who watch passing preferences in their shoe stock. With wooden pegs they wear with the leather, which when nails are used the leather will wear away much faster than the metal, which scratches and mars the floor and annoys and disconcerts the dancer. Another excellent run this season has been on low-cut turn shoes with wood and leather Louis heels. It is believed, however, that a bigger seller in another season will be the flexible McKay shoes.

Hardware Tools Specialties

Advertising Fakirs vs. Reliable Houses.

In a broadside statement, published in the "Public Ledger," the Curtis Publishing Co., referring to National advertising, says: "A few manufacturers, with more shrewdness than wisdom, have taken advantage of the merchants' enthusiasm for advertising. They have announced that they are about to inaugurate a campaign, and have induced the retailers to stock the goods in order to supply the expected demand. Then they have let their promised advertising fade away into a mere whisper or absolute silence; and the dealer has found himself under the necessity of selling the goods by his own efforts or not at all. This petty swindling is not

so common now "as once upon a time." As evidence of their good faith and intentions, the story runs, "for years the salesmen of the Simmons Hardware Co., for example, have carried with them a complete set of forthcoming Simmons' advertisements, in addition to their regular 3,000-page catalogue."

Ready Mixed Paints on a Rising Market.

With the market for raw material steadily advancing, the manufacturers of ready-to-use paints, such as are usually carried in stock by general merchants with a hardware department, may also be called upon to schedule a higher list for their goods. No intimation of this step has as yet been made, but the conditions of the primary market for the essentials needed would seem to warrant such a move. The European turnover is having its effect upon many products used by paint manufacturers, and advances have been general in all imported products, owing to the impossibility of replenishing supplies.

Importers of colors will be unable to fulfill their contracts, and American color manufacturers are seriously handicapped because of the impossibility of procuring imported raw materials. It is reported, authoritative advices say, there is practically no dry color market at present, and this will obtain for quite a period. This condition prevails apparently right through the entire line of paint fundamentals. Further, varnish makers show considerable anxiety, and if this raw material advances still further, as now seems likely, because of the curtailment of shipping, varnishes of certain grades will undoubtedly be advanced. With these facts before them the merchants should not be dilatory in ordering in their fall stock. The selling season is at hand.

How Much "Guaranteed" Hardware is Faked.

When is a guarantee not a guarantee? Or is it simply a fake statement to

catch the unwary general merchant who often carries a representative stock of hardware? It is known all sorts and kinds of guarantees are vouchsafed the buyer, and to one not skilled in his line the consequences are not always what are desired when the goods pass into and are given the "acid test" by the ultimate consumer. Among a lot being considered as to their literal truthfulness and sincerity, the appended has the right sound. Probably the manufacturer, who claims to be the world's largest maker of mechanics' hand tools—pliers, bits, screw drivers, glass cutters, etc.—means what he says, as follows:

Few words have been more abused than "guarantee." Owing to its flexibility the trade has insisted on something more definite—more substantial. The bond packed with these goods eliminates all guesswork. — & — Co. two-year bond certify that the — bonded tool packed with this bond carries with it the following distinct assurances: First.—That there is no flaw or defect in the material. Second.—That the workmanship is of the highest grade attainable. Third.—That it is free from any inaccuracy in adjustment. Fourth.—That it will give absolute satisfaction to the purchaser for two years.

Whereas, — & — Co., making the foregoing representations, bind themselves to wit: Warranty. If the said — bonded tool covered by this bond, at any time within two years fails to meet the above stipulation in any particular, — & — Co. agree unconditionally to replace with a new tool or adjust the same so as to give two years' service.

The bond is gotten up and printed in the regulation style, and to which the firm's signature in fac simile is attached. The concern conclude this effective statement by "Are you going to be satisfied with simply 'guaranteed' tools?" The quotation marks are significant and carry a world of meaning.

Hardware Exhibition Next Month.

Plans for a hardware and house furnishing exhibition, to be held October 12th to 17th, on the first floor of the

Parkway Building, were formulated at a meeting of the Philadelphia Hardware Association Wednesday evening last. It is expected that at least 59 firms—wholesalers, jobbers and manufacturers—will make adequate displays of their respective lines. Participation in the exposition will be restricted to local concerns.

CORRESPONDENCE.

A New York Real Estate Speculative Scheme.

Adamstown, Pa., August 26, 1914.
To the Editor.

Dear Sir:—Please find inclosed some cards of the American Real Estate Co., New York, and I desire to ask you what you know and think about the company as a safe and good investment. I have not yet any connections with the firm and have long ago concluded not to be hasty and get caught by the smooth talk of agents or representatives. I concluded to give you or send you for your inspection as to their claims and see what you know about same. Thanking you for a reply in your paper, I remain,

Yours truly, H. F. SNADER.

The scheme referred to is selling the 6 per cent. gold bonds of the American Real Estate Co., 527 Fifth avenue, New York. The concern is not rated in the mercantile agency books, and nobody connected with this paper ever heard of it. The bond scheme in a nutshell is the offer of \$100-\$1,000 bonds, maturing in ten years, which are supposed to be secured by New York City real estate. The bonds are paid for in monthly installments and very alluring figures are furnished as to what the maturity value of the bond will be. Of course, the bond buyer has no say as to the character of the real estate which the concern buys, if it buys any, and it would probably be rather difficult to find out definitely whether it had bought any and where it was.

This correspondent is advised not to invest his money with this company. The scheme is typical of a number of other schemes in New York City, which are pursuing the same business and which are generally regarded as very

doubtful investments. It is a kind of investment to let alone.

One concern, which was apparently doing precisely the same sort of business as this, went completely to pieces only a few weeks ago, and most of the investors will not get a dollar of their money back. Both criminal and receivership proceedings are now pending in this case.

From all of our investigations on this subject there is no real security behind many of these real estate schemes. They say they own real estate, but very often it is of such doubtful and problematical value that even if they own it, it does not represent real security.

Topeka (Kansas) Retail Grocers Association Exonerated From Conspiracy to Raise Prices.

The Topeka (Kan.) Retail Grocers Association and the Topeka Wholesale Grocers have been "on trial" during the past few days before the United States District Attorney, Fred. Robertson, who acting under instructions from Washington, has conducted an investigation for the purpose set forth in the official order from Attorney-General McReynolds, as follows:—

With the view to investigating the marked increase in the price of foodstuffs since the outbreak of the European war, to ascertain whether the increases are due to any combination or combinations in restraint of trade or other unlawful action. Please co-operate by communicating to the Department any information which you can obtain on the subject together with your opinion in respect to the appropriate action to be taken.

The District Attorney, after a thorough investigation, made the following announcement: "I shall report to Washington that nothing has developed the course of this hearing to indicate that the Topeka retail grocers or the Topeka Wholesale Grocers' Association are in the least responsible for the increase in prices or that they have entered into agreements or combinations to influence prices."



War Prices Halted

Many items in our line have advanced. The cost of living will average higher; still there are a few bright spots for those with a limited purse. Here is an opportunity



BLUE DOT EXTRA SIFTED PEAS—With most everything in the food line advancing, here is an opportunity to buy a line of Canned Peas, at extremely low prices, in fact as low in price as similar goods have been sold for several years. We believe, in a short time, these prices will look cheap. Extra Sifted, Maryland grown, small and tender, per doz., at 85c.

BLUE DOT SIFTED PEAS—This is the same quality as noted above, only a size larger, free from yellows, tender and excellent value, to be retailed at 10c.; per doz., at 75c.

ALASKA EARLY JUNE PEAS—Here is a lot of Maryland-grown Peas, free from yellows, good full cans. There are some hard Peas in this lot, but we consider them very good value. Price, 65c. per doz.

A FULL LINE OF FANCY AND STAPLE GROCERIES

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

Mobilized!

¶ The European war will not prevent customers of Butler Brothers from enjoying a full measure of Christmas prosperity.

¶ This is so because WE HAVE THE GOODS. Our holiday buying force is always mobilized. We had most of our European imports contracted for *before others started*.

¶ And now, with the continent shaking in the greatest of conflicts, *ours* apparently is the only complete stock of holiday goods in America. More than 90 per cent of our holiday importations was IN STOCK before the crash came. The remaining 10 per cent had reached safe waters when the pall of battles settled down.

¶ Our first duty, in this extraordinary situation, is to *take care of our regular customers in their normal requirements*.

¶ Insofar as our stocks permit, we shall go out of our way to accommodate all other buyers.

¶ Anyway, for our customers, this will not be the "toyless Christmas" the daily press is talking about.

¶ For the story complete, see our Fall catalogue, just out. This is the most important catalogue we ever issued.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



CCLXXV.—A Case Showing When An Order For Merchandise is a Binding Contract.

I have taken occasion from time to time in these articles to emphasize that an order for goods, given by the buyer and accepted by the seller, was a legal contract from which neither party could withdraw without the other's consent. A man who has given an order for merchandise has no more right to cancel it, without the seller's consent, than the seller would have, after he had accepted it, to refuse to deliver. The transaction is as much a contract as can be. It embodies all the legal elements of a binding agreement, and if either party violates it, he can be made to answer in damages to the other.

Last week I happened to run across the report of a recently decided case which is so directly in point that I am going to refer to it. The plaintiff was a producer of grass seed and the defendant a general merchant who sold grass seed among other things. The origin of the transaction was the following letter, sent to the buyer by the seller:—

The last few days we have sold several cars new crop Kentucky blue grass seed, price \$2 per bushel of 14 pounds, f. o. b. cars here, for 19 pounds test, average quality of the season, August, September or October delivery. If you are interested, wire us upon receipt of this letter and we will try to confirm. We think the outlook is favorable for a good yield, but of course the crop could be largely ruined by weather conditions from now on.

The buyer's answer was a straight order, on a regular order blank, as follows:—

For stock, description of material wanted, 50 sacks, 1912 crop, Kentucky blue grass seed, 19 pounds test for first quality, at \$2 per bushel, f. o. b. Paris, Kentucky. This is as per your letter of May 4th. Do not make shipment later than August 15, 1912.

This the seller acknowledged as follows:—

We acknowledge receipt of your letter of 10th and order for 50 bags Kentucky blue grass as per our quotation May 4th, \$2 per bushel of 14 pounds f. o. b. Paris, guaranteed

to be pure Kentucky of the new crop, and test 19 pounds to the measured bushel. Am pleased to have your order.

When this letter was sent and received, a legal, binding contract existed between the parties, but no more binding than any order for merchandise which is given and accepted.

Later the buyer sent another order which was also accepted. The letters covering this are reproduced:—

THE ORDER.

Deliver or ship next August, to our store, 100 sacks of 1912 crop Kentucky blue grass seed, 19 pounds first quality as per your letter of May 4th. Make shipment not later than August 15, 1912. This is in addition to our order No. 31,471, of May 10th—\$2 per bushel, Paris, Kentucky. Please acknowledge this additional order.

THE ACCEPTANCE.

We are pleased to have your additional order for 100 bags 1912 crop Fancy Kentucky blue grass seed, testing 19 pounds to the measured bushel first quality at \$2 per bushel, f. o. b. cars here, shipment first half of August. We thank you very much for the business and will do our best to see that you get nice quality.

This was another complete contract for the additional amount.

About a week after the last of the above letters were written, the buyer attempted to cancel both orders in the following letter:—

Please cancel our orders No. 32,162, May 16th, for 100 sacks blue grass, and No. 31,471, May 10th, for 50 sacks blue grass. Mr. Richter placed these orders with you by mistake, not knowing that they had already been placed elsewhere by the writer, and the error was discovered only this morning in checking up our purchase files. Please acknowledge receipt of this cancellation.

Between the giving of the order and its attempted cancellation the market for grass seed had sharply declined, which may or may not have been the reason for the cancellation. However, the seller refused to cancel, writing: "We cannot see our way clear to accept cancellation of this order. We ac-

cepted the order in good faith and have purchased the seed to fill it at from 30 to 35 cents per bushel higher than the present market. We would of course expect to fill the order if there had been an advance instead of decline."

Later the seller asked for shipping directions, they were refused, and he entered suit against the buyer for the difference between the purchase price of the seed and the then market price. This amounted to about \$840.

The defense which the buyer put up was ingenious, but it lasted but a very short time. In substance it was that the orders were not contracts at all, but simply "invitations to do business." Of course this was nonsense. They were offers, acceptances and acknowledgments, and the court so held. Nothing could be a more binding contract, and the buyer, after twisting and turning in every way that offered escape, was compelled to pay the amount claimed, together with interest and all the costs on both sides. The court said: "By the correspondence between these parties it is made clearly to appear that a definite point was reached where there was an unqualified proposal by one party and an unconditional acceptance by the other. And the affidavits of defense are insufficient to prevent judgment."

The moral is to sign no order without first reflecting that you are executing your part of a contract which the seller can surely enforce as soon as he accepts it. No man who is not sure that he wants an order enforced should sign it.

There is one exception to this rule, and only one. Let us say that A and B have been doing business together for many years. A is a jobber, B a retailer. B has been accustomed to give A orders, some of which he would cancel at will, A always accepting the cancel-

lation and never enforcing. Here A has put himself in a position where he can never refuse to accept B's cancellations, without first giving B notice that he would do so as to all future dealings. This is because by a "course of dealing" he had led B to believe that every order given could be cancelled at will.

This is the only exception to the rule that a definite order for merchandise, accepted by the seller, can be enforced if the seller wants to do it.

(Copyright, September, 1914, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office no later than Tuesday of each week to insure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. Inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Lorain (Ohio) Retail Grocers' Association Charged Before City Councils With Being a Trust.

Councilman Hazzard, of Lorain, Ohio City Councils, has filed charges before that body that the Lorain Retail Grocers' and Butchers' Association is a trust and is illegally inflating flour prices. A committee was appointed to hear evidence. The evidence which will be submitted by Hazzard is in a nutshell as follows: That a local price taker told him that when they tried to sell flour at 25 cents a sack less than other grocers were charging, they were notified that unless they sold it at the same price as other dealers they would not be furnished with any more flour of this particular brand; that a trader grower had stated that when he approached grocers in Lorain to find out what price they would pay for flour produce, they had referred him to President Ayres, or told him to wait until they could get him on the telephone; that the grocers had formed a combination to rent all of the stalls in the municipal market and sold produce at the same or higher prices than their stores. He asserted that this monopoly on the part of the grocers was the cause of the failure of the city market. He said further that a former member of the association had told him that the grocers had agreed among themselves to charge a profit of 25 per cent. on staples and 33⅓ per cent. on green stuff.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



**Now
Comes Corn**
In a New Form—with
a New Flavor. Toasted
and Puffed into Bubbles



**“The
Witching
Food”**

The Quaker Oats Company
CHICAGO

Stock Corn Puffs Now

The Third Puffed Grain

Prof. A. P. Anderson some years ago created Puffed Wheat and Puffed Rice and millions have found them the most delightful cereals ever served. For eight years he has worked to apply his process to corn. He failed again and again, but at last he succeeded. Now we offer this grain, steam exploded, in the fascinating form of Corn Puffs.

You have never known any product of corn anywhere near so delightful. The toasted corn flavor is brought to its fullness by an hour of terrific heat. And it comes in fragile, porous globules ready to crush at a touch.

Packed 36 pkgs. per case
Your cost \$4.25 “
Advertised price 15c per pkg.

Corn Puffs will be widely advertised, beginning at once. The same advertising methods which have made Puffed Rice and Puffed Wheat so well known will be used.

You may not be able to get Corn Puffs immediately. However, jobbers will be supplied just as fast as we can make the goods. We hope you will put the goods in stock as soon as your jobber has them.



Free Talk About the War.

Did you read what the President said about not talking a lot about the war? Blamed good advice, if you ask me. Of course nobody'll take it, but that don't make any difference—it was good all right.

Specially to the man with a store who has to sell goods to all sorts of people. There's an awful lot of business been spoiled by pushing people's faces in where they didn't belong. If I was running a college, seems to me I'd cut out Greek and Latin and run a course in how to keep the mouth shut when there ain't a call to open it.

My wife gets her groceries from an old fellow that this war has just been nuts to. He ain't been so stirred up for years. I believe he was Irish away back, and of course he has more put to talk about it than we have that were born over here. But all the same, he hadn't ought to keep clacking about it to everybody all day along.

When there ain't any customers in the store to talk to about it he gabbles to his clerks and gets them all fussed up. My wife says she went in there the other day and found the old man and the delivery boy at it hammer and tongs. The boy thought China had declared war on the United States, or was going to, and he and the old man told each other what they thought. The boy's trouble was, he'd been reading the papers. You can find any old thing you hunt for in them.

"I'm getting so I hate to go in there," my wife said to me, "I don't want to hear about the old war all the time. It's bad enough not finding anything else in the papers, but when you have to have him going at you all the time, it's sickening."

"Why don't you tell him to shut up?" I asked.

Oh, she couldn't do that! Why not? Oh, it wouldn't be nice. I'll

bet I'd do it, in a minute, if he pushed his clack on me, but it wouldn't do any good. Nothing but a gag would do for him.

"He made one woman mad the other day," she said. "There's a Mrs. Brensen over here on Main street—her parents are Germans. He was going on about the Kaiser starting it, and being a murderer, and a lot of stuff to Mrs. Brensen and she got mad right away and they had a furious argument. In the end she went out as mad as could be."

Oh luscious! Great for business! Great!

I said a few well chosen words at that, and my wife came back.

"I suppose the man really has a right to have his ideas," she said.

"Just because he has a store isn't any reason why he should have to be a coward all the time. Other men express themselves."

"He can have all the blamed ideas he wants," I said, "but he don't have to shove 'em down people's throats, does he? Specially people that he ought to know won't like the taste of 'em. He ought to pay some attention to his customers' feelings."

"Well, I'll bet Mrs. Brensen never goes there again," she said.

No more she will, I'll bet. If she don't, he simply took her business and choked it to death. And what did he get out of it—nothing but the satisfaction of hearing himself shoot off. Seems to me if I couldn't have both, I'd rather have

the business. You can buy pants with it.

Between you and me, I'm getting so plumb sick about this damn war that I don't know what I'll do if it keeps up. Why you don't do anything else! Instead of ten to their own business, a hundred thousand fellows this very minute are gabbling about it, half of them people that don't want to go. And a whole lot of times to go that get mad over some things are said.

Gee, if I only had a cent every minute that's been wasted since this war broke out, and every grouch that's been made saying the wrong things to wrong people! Holy codfish, I have more money than John Rottonfeller.

The trouble is that there's all sorts of feet to tread on and can't tell 'em by their shoes a German feet and Russian feet, Italian feet and English feet, the feet of people whose fathers' grandfathers came from all places. You ain't ever safe to say anything, and the only thing is not to say anything, except to your wife. Hand it all to her. Ain't that right?

THE STROLLER

The Ad-writing Contests Are Resumed

¶ As was announced when we discontinued the Ad-writing Contests for the summer, we now resume them with

CERESOTA FLOUR

as the subject. Everybody knows this flour, probably most readers here regularly handle it. To the person writing the best advertisements, addressed to consumers, exploiting Ceresota Flour, we will pay

\$20 for the best, \$10 for the second best, and \$5 for the third best

¶ All contesting advertisements must be in this office by

Wednesday, September 30, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 ARCH STREET, PHILADELPHIA, PA.

Pennsylvania Organization Notes.

During the past week Mr. Smedley visited Freeport, Pittsburg, Uniontown, Connells-Latrobe and Greensburg.

On August 25th the merchants of Freeport met and listened to an address by the organizer. President Stark and Secretary Spotts, of Uniontown, also made interesting remarks. For some years there has been a retail grocers' association in Freeport but it was thought best to enlarge the scope of the association so as to take in all the merchants. The organization starts off with about 12 members. A membership committee will work to secure the approval of every merchant. President Sweeney and Secretary McLaughlin are the right men in the right place. The association will be reported at the State convention. Freeport is a good business town and the merchants are a live, hustling lot of business men.

Pittsburg will send a big delegation to the convention. Special arrangements have been provided. President Durbin and others will travel by automobile.

Union Castle grocers will be well represented at Philadelphia by a delegation of about 12 members.

Nanticoke is the latest addition to the association family, the merchants of that splendid town having organized an organization on September 1st. They will affiliate with the State organization and will be represented by delegates at the convention. Mr. Smedley was assisted in the work of organization by Mr. C. Messick, secretary of the Uniontown association, and he made a simple and practical address. The organization will be known as the Merchants' Association of Nanticoke and Vicinity. Officers are as follows: President Daly, Vice-President Batman, Secretary M. G. Messick. Membership Committee to be elected. The organization consist practically of the entire membership. Messrs. Edmunds, Suchfield, Klausman and Batman will take charge of the committee. By-laws will be prepared by Henry Edmunds, Charles Davis, Delbert Craig.

Jersey Shore merchants and their families and clerks will picnic on September 16th. Mr. Smedley has been invited to deliver an address.



CHOCOLATE

Is As Pleasant to Sell As It Is to Use

not only because of the profit it pays you, but also because of the satisfaction it gives your customers; you know they are going to be pleased with it. STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is the highest grade product of the chocolate maker's art, absolutely PURE and of such delicious flavor that, once introduced to your customers, it will sell faster than any other brand you could handle.

STOLLWERCK'S GOLD PREMIUM CHOCOLATE for baking leads to the sale of STOLLWERCK'S COCOA and STOLLWERCK'S SWEET MILK CHOCOLATE, a most delicious confection retailing at 5, 10, 15 and 25 cents per package.

STOLLWERCK'S GOLD BRAND PREMIUM

CHOCOLATE is packed in 1/4 and 1/2-lb cartons containing individual squares weighing one ounce each, separately wrapped in paraffine paper, thus insuring sanitary handling and increased convenience as well as lasting freshness. Call your customers' attention to this feature.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"Try a package of GOLD BRAND PREMIUM CHOCOLATE and you'll realize why its quality and flavor have made it famous all over the world."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

We had the pleasure of a brief visit with the executive committee of the Pittsburg Grocers' Association on the evening of August 26th. Later on we made a short talk at the meeting of the Pittsburg Butchers' Association.

We have planted the seed of organization at Uniontown and expect it to grow. Uniontown is one of the best business towns in the State and needs an organization very badly. It is a paradise for dead beats.

There is a good retail grocers' association at Scottdale which should join the State association. President Taylor and Secretary Graff are hustlers and will probably attend the State convention.

Latrobe has joined the State association and we hope it will be represented at the convention. The

membership of this live organization is composed of about 80 per cent. of the merchants of the town. For a young association it has done a lot. Free street car ride days, dollar sale days, prize contest essays on "Why we should buy in Latrobe," all have helped to prove the efficiency of this association. A big and successful picnic was one of the events of the summer. President Lowe and Secretary Stader enjoy the confidence of the members.

We are planning a campaign at Connellsville. More about this later.

Greensburg will be represented at the convention.

The North Side Business Men's Association (Pittsburg) has elected a new secretary in the person of Charles Wolff, an active young business man who believes in doing things. He will attend the Phila-

delphia convention accompanied by several other members.

The East Liberty Wholesale Grocery Co. is erecting a three-story and basement reinforced concrete building on Lambert street, size 48 x 90 feet, and which it is estimated to cost \$35,000. This has been found necessary owing to the rapidly developing business of the company. Manager Doble and his assistant, Mr. Catherwood, are certainly making things hum, as is attested by the constantly increasing sales.

Franklin and Oil City have sent in applications for membership in the State association.

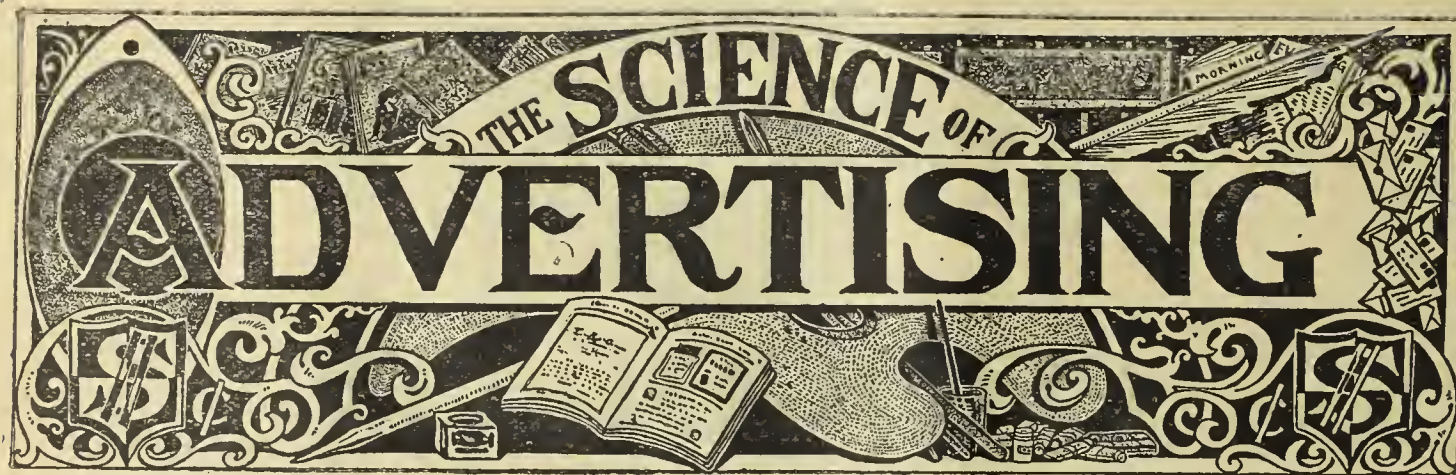
Percy F. Smith, Pittsburg candidate for the office of Lieutenant-Governor of the State on the Washington Party ticket, has been invited to address the convention on

September 10th. Mr. Smith is of the pioneers in organizing merchants of the State and what has to say will be worth listening.

Mr. Smedley will organize merchants of Nanticoke on September 1st.

Once more remember that the latch string is on the outside every merchant in the State at Philadelphia, September 7th, 8th, and 10th, whether a member of local association or not. Come share in the good things and part in the discussions. The convention will be a four days' graduate college course for merchants who have an ambition for greater success in business.

The Barnesboro association joined the State association and be represented at the convention. Richard Scollins.



Mr. C. Pomerantz, Fifty-second and Walnut streets, Philadelphia, sends in a batch of his advertising matter and asks, "What do you think of the in-

closed folder for general publicity?" Mr. Pomerantz seems to be doing two kinds of advertising, one for direct results and the other for general publicity. For the former he has a very well printed card headed "Home-Made Good Eats," which I have reproduced in much smaller form. It is printed on gray card, 5½ x 9½ inches, by a printer who knows his business.

This is first-class advertising; it should certainly get results, if carefully circulated among the right people. Of course it would be easy to completely kill this advertising, or any other advertising, merely by failing to take enough care in getting it into people's hands. Mr. Pomerantz's card is addressed "To the Lady of the House," which is somewhat time-worn and stale. I should use something a little more catchy, like "Read the Other Side, Madam," or something like that.

The folder which Mr. Pomerantz is using for general publicity is a manila colored card, 6 x 8 inches, folded in the middle, making a four-page folder, 4 x 6. On the outside page, printed like a cover, is printed "This Should Interest You, Read It." In the inside appears some

matter which is evidently intended to be epigrammatic. I have had the matter photographed and here present it:—

respect for the Pomerantz store. I know where Mr. Pomerantz got a little sayings, but if he wrote them himself, he can congratulate himself having ad-writing abilities of a high order. The difficulty as to this class of advertising is always as to getting people to read it. I have already said that if they do, it will do some good. As for general publicity I believe it to be good if people will read it. Some will undoubtedly read it, but I believe I would if there was less of it handed them at a time. I should have cut down the number of paragraphs on this card at least a third and set them in large type. If Mr. Pomerantz will have his printer do this, as an experiment,

HOME-MADE "GOOD EATS"

You cannot be too particular about the food you eat. What is finer than good, clean home cooking? We carry a full line of home-made delicatessen. A call at our store will prove the truth of this statement. If you are not already a customer, give us a trial.

Potato Crisps 8c ¼ lb.
Made fresh every other day. Finest in West Philadelphia, try them.

Devilled Crabs 15c each
Finest you can buy anywhere for twice the money.

Fish Cakes, Fridays 25c doz.
They are popular at this time of year. Merely require trying.

Potato Salad 12c lb.
Made with a French Mayonnaise dressing. Sold all over for 15c.

Creamed Cabbage 15c lb.
Made in the most cleanly manner, contains a dressing, worth twice its cost.

Lamb Tongues 7c each
These tongues are thoroughly boiled and pickled with spices.

Stuffed Mangoes (Sweet) 6c each
Something like a sweet pickle, stuffed with relish.

Jellies (Absolutely pure) 12c glass
Made in our own kitchen, of fresh fruit and sugar.

Smoked Salmon 12c ¼ lb.
Already prepared. Very good for an appetizer, try it.

Olive Oil (Absolutely pure) 60c qt.
Recommended by Doctors. Finest for salads.

Italian Spaghetti 11c lb.
The best you can buy. Comes in long wooden boxes.

Chop Suey (Own make) 15c lb.
A mixed combination of Relishes, very good, try it.

We gladly refund money, if goods are not satisfactory

**POMERANTZ
DELICATESSEN STORE**
52nd AND WALNUT STREETS

Auto Delivery Bell Phone, Belmont 3860

WE want you to read over the following short notices of our method of doing business. We have no closed doors—nothing hidden away—no secrets. The truth—clean, honest dealings—is told here.

Read them through.

Our eggs were not laid in China. Each egg has its own past to answer for. We sell "STORAGE" eggs under their right name and FRESH, near-by eggs for just what they are. Egg confusion may be good business, but this store stands for TRUTH.

We don't sell "full cream cheese." Nobody does. There isn't any. Our cheese contains all the cream the cow gave, BUT NO MORE. It is honest, whole-milk cheese.

Small prunes contain twice as many pits and skins as large prunes. Do you want prune meat or prune pits? WHICH IS CHEAPER? THINK IT OVER.

If you want foods preserved with BENZOATE OF SODA we will have to sell them to you because they are legal—BUT you buy them with your eyes open.

All our "pounds" weigh sixteen ounces. We don't recommend short-weight packages with fancy labels. PUT US TO THE TEST.

OUR BREAD is wrapped in sanitary wrappers. It is not pawed over by dirty fingers. WHY EAT DIRT, ANYHOW?

This is a FOOD store, not a DRUG store. This is why we are not friendly to drugs in foods. This is why we are willing to tell you ALL WE KNOW.

Get down to plain business and look to us for FOOD—not for lamps, lace, shawls, china, ding-bats and other premiums that we would have to BUY with real MONEY and sell to you in the same way EVEN THOUGH YOU MIGHT THINK you are getting them for nothing.

We don't sell loose milk. When nobody does more babies will LIVE TO VOTE.

We have no ART DEPARTMENT. That is why we don't believe in painting our foods with coal tar dyes or other "harmless" color schemes. Read the label. THIS IS YOUR STORE.

PLEASE NOTE that our foods are COVERED. We believe in sanitary protection just as much as the health department does and for the SAME good reasons.

Pure FOOD cranks? YES! Why make a test-tube of your stomach, then put the blame on God for sickness?

FUNNY! All the jugglers are not in the circus. The same bag of coffee is often dumped into three different bins and comes out at three different prices—BUT NOT AT THIS STORE!

DR. WILEY. We honor him because he turned the light on the grocery business and showed the grocer the tremendous responsibility he assumes when he undertakes to feed the people.

SUN-DRIED FRUITS are better than fruits bleached with acids, but they don't look as pretty. You are satisfied with BRUNETTE raisins, currants and prunes. Why do you want your apples, apricots and peaches bleached BLONDE?

WHOLE WHEAT BREAD. From all of the wheat just the way God made it. Pale children often need FOODS, not drugs. Let them have honest bread and note the change.

MILK SPOILS, so do eggs, meat, fish, tomatoes. Why? Because they obey nature's laws. Don't expect catsup to be an exception. It won't be unless you put dope in it. Then it defies nature's laws. What it does in the stomach we don't know.

GOD put twelve vitalizing mineral salts into the wheat. MAN takes eight of them out to make white flour and wonders why there are so many FALSE TEETH.

No tricks are tolerated in this store. We are striving to run it with Twentieth Century business methods. ON THE LEVEL—we believe that this is what you want.

Pomerantz's Delicatessen, 52nd and Walnut Streets. Auto delivery. Phone Service. When hungry—phone us.

This is strong stuff. If people will read it they will not only learn something, but they will have an increased

will be surprised how much more interesting his page will appear, and how much easier it will be to read.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Notice.—Offer No. 16 is now reduced to \$12.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch blinder blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A. No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 16.

I have the following Wm. A. Rogers, Ltd., stamped "W. R.," silverware, I used as premiums, but it has run its course and will clear out at very low price, cash with order, and satisfaction guaranteed. Bought from the Vortex Mfg. Co., Chicago, Ill.:—

| | |
|--|---------|
| 4 Cream Ladles, cost \$1.45 each.. | \$5 80 |
| 3 Carnation Berry Spoons, \$1.75.. | 5 25 |
| 4 Butter and Sugar Sets (2 pieces), 60 cents | 2 40 |
| 5 Three-Piece Child's Set, 65 cents | 3 25 |
| 6 Sets Dessert Spoons, 96 cents... | 5 76 |
| 1 Set Table Forks | 99 |
| 1 Set Table Knives | 1 49 |
| | \$24 94 |

Will take \$12, cash with order, f. o. b. Greencastle, Pa. All in original bundles and heavy boxes and first-class shape.

W. SCOTT HOSTETTER,
P. O. Box 10, Greencastle, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new.

Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop. Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 24.

I have on hand in good condition:—
5 cases Cake Mix, Oriole, cost \$1.30 per dozen.
3 cases Cruller Mix, Oriole, cost \$1 per dozen.
3 cases Biscuit Mix, Oriole, cost \$1 per dozen.

Will sell for cash any kind 5 cents per package.

J. WARREN FRAME,
West Chester, Pa.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEGERLEIN,
939 Broadway, Camden, N. J.

Offer No. 27.

We have recently discontinued one small grocery we operated and have the following fixtures left, which we would be glad to exchange or sell:—

One 60-gal. Beeman's Automatic Kerosene Tank, almost new, in good condition; cost \$35.

One Richmond Computing Scale, in good condition; cost about \$60 new; we got it in a trade; will sell cheap.

One Willmore Computing Scale; has been used quite a lot, but weighs accurately.

One Letter Press, in good condition.

Will sell all or any of the above cheap. Write for prices if interested, or will exchange for any articles we can sell here.

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One dozen 1-pound Libby's Roast Beef, cost \$1.95.

One dozen 2-pound Morris & Co. Roast Beef, cost \$3.50.

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

6-oz. bottle, \$1.00 the dozen

11-oz. " \$1.50 "

24-oz. " \$2.00 "

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—Information regarding good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn.

WANTED.—At once, a filing cabinet, McCaskey or American, and three Lamson cash carriers. Address State College Co-Operative Association, State College, Pa.

WANTED.—Want to buy a 60-gallon low style steam jacket kettle for butcher department, if in good condition. Address Chas. Shupp, Plymouth, Pa.

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia.

FOR SALE.—Grocery store and fixtures in one of the best towns in Northwestern Pennsylvania. Population, 5,000. Three railroads, seven manufacturing plants. All industries pay twice a month. Own my buildings and will rent or sell. Stock at present about \$4,000. Address M. J., care "Modern Merchant and Grocery World," Philadelphia. Pa.

FOR SALE.—On account of death, general store, coal, lime and cement business, in a growing South Jersey town on P. R. R. electric line, only 18 miles from Philadelphia. Will bear investigation. Address C. E., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR SALE.—General merchandise stock. Good hustling town, great summer resort. Will sell at inventory. Address R. G., 2, care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR SALE.—Stock of general merchandise, from \$1,500 to \$1,800. Rent of store \$18 per month. Good, clean stock. Located in Pennsylvania on line of Jersey Central. Good hustling town. Address G. W., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa.

FIXTURES

FOR SALE.—We have a Burrough's adding machine, in perfect condition,

which has only been used about a year and a half. If we can find a customer for it we will sell at a sacrifice. Address W. E. Drislane Co., Albany, N. Y.

MISCELLANEOUS.

FOR SALE.—One good six-spring wagon and one good cutunder carriage, also one mare good for farm work, \$30; one cheese cutter, good as new, \$8; one 35 H. P. Buick touring car, model 17, 5-passenger, \$450. Apply H. M. Booth, Linwood, Pa.

HELP WANTED

WANTED.—Good woman for store work. Apply H. M. Booth, Linwood, Pa

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Your Customers' Appetites

When things taste best, we all eat most. Bread made with

FLEISCHMANN'S YEAST

has that wholesome wheat flavor and tends to make us eat more of everything the grocer sells. Boost your sales by pushing Fleischmann's Yeast.

THE FLEISCHMANN CO.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere

Safety Matches

Non-Poisonous

| | Price for 5 cases and over | Price for less than 5 cases per case |
|--|----------------------------|--------------------------------------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |



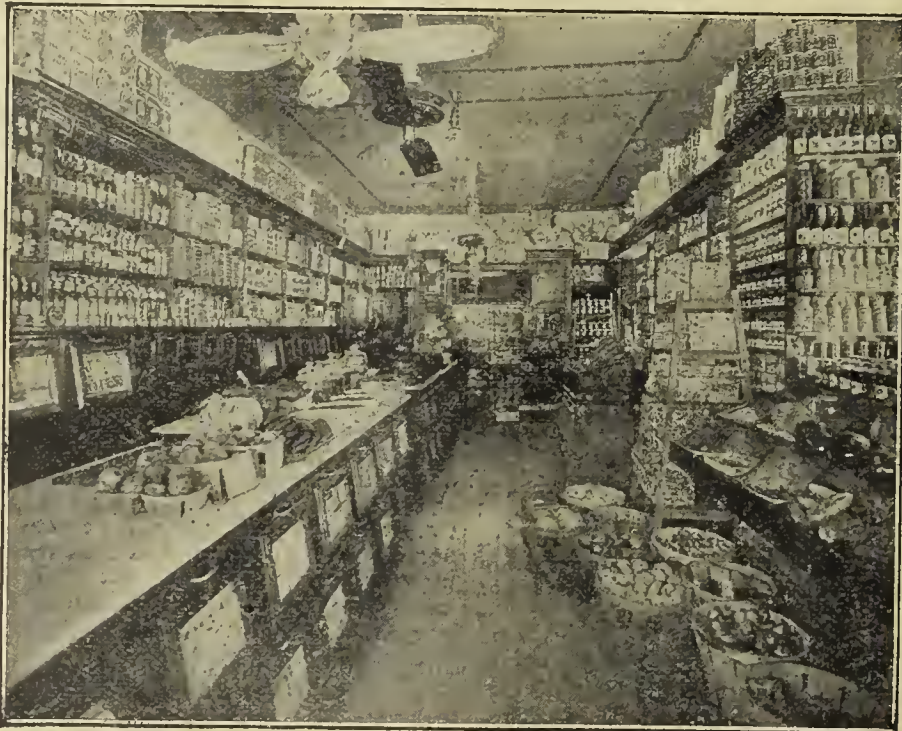
How to be Sure of Good Ham

Just see that it is SWIFT'S PREMIUM HAM. That is all you need to watch. We guarantee every ham that bears SWIFT'S PREMIUM brand.

That is mighty important to you, BECAUSE if a woman gets a good ham from you one time, and a poor one next time, she thinks you don't know your business, or you don't care whether you please her or not.

We get good hogs, selecting them carefully, cure our hams, so as to make them uniformly satisfactory, and then advertise them to make people's mouths water for them. You can be sure a PREMIUM HAM is tender, delicious and appetizing.

Swift & Company, U. S. A.



We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.



MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

Modern Merchant

AND

Grocery World

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Monday.

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State of the Union
and Canada.

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Associate Editor.

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Advertising Manager.

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Pennsylvania Retail Merchants' Association Holds Largest Convention in History

Nearly 700 Delegates and Visitors From All Points in State Meet in Hotel Adelphia, Philadelphia. Lock Haven Gets Capital Prize of \$500 in Pennsylvania Plan Awards. Wessels Gets Watch. Notable Address and Sound Discussion Leads to Weighty Plans For Future Benefits. Meadville Next Convention City. Old Officers Re-elected.

The eighteenth annual convention of the Pennsylvania Retail Merchants' Association convened at the Hotel Adelphia, Philadelphia, last Tuesday morning, September 8th, at 10 o'clock, though there was a meeting of all local secretaries and a grocers meeting at The Bourse the day before. The convention was the largest we ever held in Pennsylvania, nearly 700 persons being present. There were a large number outside of the registrations, and all told, 68 ladies registered. A strong New York delegation, led by Henry Lohman, secretary of the Brooklyn Association, came over on Wednesday morning. To any one who has attended other Pennsylvania State conventions, this one was noticeable for the increased number of stronger men. No one could look into the faces of the several hundred delegates without realizing that there was real bone and sinew there.

One of the most striking features of the entire convention was an exhibit of the newspaper clippings which represented the press notices given to the meetings held by William Smedley in different sections of the State. There was a small mountain of these, filling several large volumes. Every line meant help for the cause of organization.

At the preliminary meetings at The Bourse on Monday, E. O. Spotts, of Tarentum, conducted the meeting of secretaries.

The following secretaries were present: George L. Dobie, Bradford, Pa.; E. O'Brien, New Castle Grocers' Association; H. S. Delp, Girard Grocery Co., Philadelphia; E. P. Henwood, Merchants' Union Protective Association, Bradford; E. T. Messick, Merchants' Protective Association, Pittston; Stephen McArdle, Chester; R. J. Aschenbanner, Retail Grocers' Association of Reading; Alfred A. Wood, Butler; M. Edward Toner, Jersey Shore; F. J. McCaffrey, Philadelphia; E. R. Armstrong, Carbondale Business Men's Association; H. W. Fisher, Philadelphia; R. G. Bates, Williamsport Retail Grocers' Association; W. K. Cuddy, Business Men's Association, Muncy; H. N. Kimmel, Mt. Carmel; T. J. Burkey, Lebanon Business Men's Association.

Ely Blow, Sunbury Business Men's Association; George J. Kurtz, Retail Butchers' and Meat Dealers' Association of Allegheny County, Pittsburg; Charles Fink, Pittsburg; J. O. Haines,

Merchants' Association of Slatington; O. A. Patterson, Philadelphia; Charles R. Dewees, Philadelphia Association of Retail Grocers; W. M. Kirkpatrick, Butler Grocers' Association; Peter W. Stein, Easton Retail Grocers' Protective Association; C. J. First, Oil City Retail Grocers' Protective Association; John S. Jamison, Irwin Business Men's Association; C. W. Summerfield, Merchants' and Manufacturers' Association of Philadelphia.

J. C. Rearick, Punxsutawney Business Men's Association; J. A. Edgar, Frankford; Mrs. M. H. Longwell, Business Men's Association of Meadville; David R. Rankin, Retail Merchants' and Business Men's Association of Penn Station; John E. Poore, Grocers' and Importers' Exchange, Philadelphia; Cyrus M. Elliott, Lock Haven Business Men's Association; J. A. Slangenhoupt, DuBois Business Men's Association; Robert A. Kerr, Titusville Merchants' Protective Association; J. W. Rittenhouse, Scranton Business Men's Association; E. O. Spotts, Business Men's Association of Tarentum and vicinity; A. G. Kuhl, Erie Retail Grocers' Association.

William Smedley, Philadelphia; A. M. Howes, Erie Business Men's Exchange; Reno Schoch, Philadelphia Retail Grocers' Association; T. J. Penman, Manor Business Men's Association; F. E. Heasley, Manor; D. J. Crawford, Homestead Business Men's Association; C. A. Bell, Pittsburg Retail Grocers' Protective Association; H. F. Donnelly, W. G. Barthell, Bernard Buesker, Pittsburg; A. M. Latshaw, New Brighton Business Men's Association; George H. Bausum, St. Clair Merchants' Association; J. R. Grey, Easton; F. B. Farley, Philadelphia; Raymond Stuart, Hanover Merchants' Association.

A number of the members, notably Mr. A. A. Wood, Butler; G. L. Dobie, Bradford, and R. A. Curr, Titusville, related their experiences in the collection of bad debts. The most elaborate address was made by Mr. Dobie, and was in part as follows:—

The most essential thing for the successful operation of a collection bureau is knowledge. Learn all you can about the subject. Spend a little money if necessary for a collection course. There are many such available at small cost and the ideas that you will gain through them will be money well invested. When I first engaged in secretarial work I knew as little about the science of collecting as any inexperienced person could and get by with it. It didn't take very long for it to soak into me that I would

have to learn something about the collection business to make that feature of association activity of any real value to the membership, consequently I invested in a number of courses on the subject. While I never used any of these systems in their entirety, I got many helpful suggestions which have been of invaluable aid to me in turning bad accounts into money. I have also found that one can obtain many good ideas and valuable information on collection methods and laws by reading the trade papers. Most all of them maintain a legal department and correspondence column, one of the best in this respect being the "Modern Merchant and Grocery World," published every week. Every secretary ought to read this periodical, not only for the reasons already mentioned, but for general information that all of us need in our association work.

As the class of claims that the collection bureau of a retail merchants' association is called upon to handle are almost always against debtors that are not possessed of assets to any extent, my experience so far has convinced me that constant and persistent dunning at regular intervals is the secret of collecting bad bills. I have found that letters constructed along friendly lines are more effective and produce quicker results than notices calculated to frighten the debtor into a settlement.

In the collection of accounts for your association members it is well to keep in mind that all debtors are neither dishonest nor what are commonly termed dead beats and that by doing business with them on a friendship basis wherever possible it will prove to be a profitable policy, not only as regards the percentage of collections as a whole, but in other respects. It frequently happens though that appeals of that character fail in their purpose and means of a somewhat drastic nature must of necessity be resorted to before the conviction of obligation is awakened in a debtor's mind. In such instances where the debtor is a wage earner, or one holding a salaried position, it is often a good plan to make a draft on his employer, the draft to be accompanied by a letter requesting that it be presented to the debtor for collection. The draft is seldom paid, but such a course usually incites the debtor to take up and arrange a settlement of the claim at once. Printed forms containing notice of impending legal proceedings are also very effective, since many debtors fear the law and dislike the inconvenience and publicity connected with a lawsuit. It is a practical impossibility, however, to collect every account, no matter how persistent and systematic your efforts may be. Many bills are dead as soon as contracted, because the creditor either wouldn't or couldn't get a credit report on the risk and took a chance. A good credit rating bureau, if used by the members, not only lessens the number of accounts to be handled by the collection bureau, but its influence is an important factor in the collection of slow pay accounts. It expedites settlement in many cases that otherwise would be delayed almost indefinitely. The results obtained by the Bradford association's collection bureau, in my opinion, are due in a large measure to the influence of organization behind it. This is a distinct advantage, one that the ordinary collecting agency does not possess, and should be made the most of by every association, particularly in the small cities and towns. Our collections now average between 60 and 70 per cent., but it is safe to say that without the association's credit bureau to back up the collecting department that the average would run less than half the present figure. We make only a nominal charge for the service, which is a postal fee of 10 cents on each account and 5 per cent. commission on whatever monies are collected. These

charges, of course, do not anywhere near cover the actual expense of collecting department; the difference taken care of out of the revenues from dues, etc. We have never resorted to reducing claims to judgments and advertising the latter as for sale as done by some collecting agencies. I believe, a few associations. Such a procedure is rather expensive and I have never been able to satisfy myself it would pay. On the other hand, a question whether that method would not result in more injury than good to the interests of the association membership as a whole. Every person, matter what his reputation and standing in life may be, has friends and such course might be regarded by many as persecution, thereby arousing public sentiment to the detriment of the entire mercantile business of that particular locality. There is one collecting agency now operating in this State with offices in a number of the large cities, that does not bother to reduce claims to judgments, but through the medium of the newspapers and by bills offers the open accounts as sale to the highest bidder. An opinion on this method by Mr. Elton Buckley, editor of the "Modern Merchant and Grocery World," which appeared in a recent issue of that journal states that this scheme is a danger one for the creditor and gives the sons thereof.

Many of you, no doubt, are frequently asked for an opinion on the reliability or the methods of outside collecting agencies. On such occasions and at times when the opportunity presents itself, it is well to impress on your members that there is nothing such concerns can legally do that your association cannot do equally as well or better, and for less expense to individual creditor, with the added satisfaction that when a collection is made he can always get his money promptly and that his accounts are never re-out of his possession, which is not always the case when the claims are placed in the hands of these outside agencies.

In closing I want to offer a suggestion or two for the benefit of those who have had little or no experience in operating a Collection Bureau, if there are any present.

Have all your printed matter of good quality of paper and prepared in neat manner.

See to it that all letters are neatly and correctly written. A sloppy looking letter doesn't make a favorable impression on the recipient.

If you use form letters, have them done by a facsimile typewritten process and fill in with type and ribbon to make them look like real letters. They cost a little more than ordinary printed forms, but they are worth it.

Your association's name and address should appear on your envelopes. This can deepen the effect by adopting always using a uniform color of envelope. We use the Government blue stamped envelope, a color not much used by business houses. Debtors will be under the sight of a blue envelope. They recognize your duns as far away as they can see them. That fact will make your notices all the more effective. They soon realize that the only way to escape the stream of blue envelopes is to settle their accounts.

Never make any threats in a letter that you can't legally carry out.

Never write a debtor: "If you don't pay this bill we will take the matter with your employer;" you may get wrong. The better way is to tell him that you have no desire to bring indebtedness to the attention of his employer, and in that way, without saying that you will, leave the impression that you may do so. Then if he fails to settle, draw on the employer. The result will often be the same as if you had entered a written complaint against him, but without giving him any chance to come back at you for intimidation.

and don't forget that all debtors can maintain an attitude of absolute indifference in the face of repeated suggestion through constant and persistent urging. Keep eternally after them.

All of the speakers emphasized the need of an organized system of collecting together with perseverance in applying that system.

Mr. A. F. Ewing, secretary of the Reading Chamber of Commerce and president of the Secretaries' Organization, also spoke upon the general plans of the association.

The present officers were re-elected. Those who followed: E. O. Spotts, Tarentum, president; D. J. Crawford, Homestead; A. Bell, Pittsburg; David H. Raney, Penn Station; M. H. Longwill, Scranton; J. W. Rittenhouse, Scranton; A. Kerr, Titusville, and A. A. Wood, Butler, vice-presidents; A. M. Jones, Erie, secretary, and Reno Schoch, of Philadelphia, assistant secretary.

The grocers' meeting was held in the evening, presided over by John W. Jones, of Easton.

Addresses were made by Mr. Smedley, Bert Kaiser, D. E. Durbin, J. W. Rittenhouse, J. A. Edgar and Reno Schoch. The delegates at these meetings were entertained by Mr. Schoch at dinner.

The convention proper opened at 10 o'clock Tuesday morning. After the introduction of Mr. Edward T. Gallen, of the Frankford Association, spoke briefly of the benefits to be derived from the discussions of trade topics to be given at this convention by gentlemen who are experts in their line. He cordially offered the services of the Convention Committee to help further the success of every one attending in every way possible, and then introduced Dr. J. F. Cattell, Philadelphia City Statistician, special representative of the Mayor, who gave an address of welcome in behalf of the city of Philadelphia.

Dr. Cattell spoke of the vast resources of Pennsylvania, which made it the most independent State in the Union, having done every industry necessary for supplying the needs of civilization.

He gave a number of interesting illustrations as he proceeded. Having spoken of the gathering before him as being one of the men who do things, he compared the merchants of other States (particularly New Jersey and Ohio) for doing things easy with the farmer who sowed alternate rows of onions and potatoes, in order that the onions would keep the potatoes' eyes water, thus doing away with worry in case there was lack of rain.

Dr. Cattell said that "we want to play the game, and hitting the ball doesn't mean hitting the umpire. There lies the difference between success and failure. Support your leaders. There never was a time when conditions required so much original thought and united effort as at the present, in order to rearrange our relations with the outside world. Gradual order is coming out of chaos, and in 18 months this country will enter the greatest era of prosperity ever known by any people in any previous period."

Never before have the retail merchants had such bright prospects. For

A Revelation in Soup Making

A Revolution in Soup Selling

THOMPSON'S SOUP FLOUR

BEAN PEA LENTIL BARLEY RICE

APPROVED AND ENDORSED BY UNITED STATES NAVY DEPARTMENT

Means NEW business, NEW customers, NEW profits for you, because it makes thick, rich, satisfying and appetizing soup.

MORE WHOLESOME than even home soup made from whole beans, peas or cereals, because all husks and indigestible matter have been carefully removed;

MORE DELICIOUS than ordinary home-made or canned soups, because by elimination of hulls from the finely divided flour, you get a highly developed, distinctive flour. Its quality appeals to the rich, its economy to the poor;

MORE ECONOMICAL than canned soups, because a 10c. can of ordinary soup serves FOUR people—while a 10c. can of *Thompson's Soup Flour* makes thick, rich soup for SIXTEEN people;

MORE USEFUL to the housewife, because it not only makes soup, but is the finest body for sauces, gravies, thickening, meat substitutes, etc.

A Sure Repeater—A Rapid Seller—A Money Maker

Now used in every large hotel and hospital in Philadelphia—will soon be in every home.

THOMPSON MILLING COMPANY

1431-33 Catharine Street

Philadelphia, Pa.



WHAT TO TELL YOUR CUSTOMERS

"One pound of this FLOUR makes as much soup as three pounds of beans—and you save the cost of fuel."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

some time past there has been a great deal of talk about eliminating the middleman; that the consumer and the producer were the only factors necessary for distribution. But this war in Europe has shown the necessity of distributing middlemen. We must have this splendid machinery of distribution and of financing things."

A telegram from Col. Sheldon Potter, of Philadelphia, who was to have spoken next on "Commercial Philadelphia," was read and stated that he was unable to be present and expressed his regret, wishing all success to the convention.

Elton J. Buckley, Esq., of Philadelphia, in behalf of the Philadelphia and Frankford Associations, expressed these associations' gratification in having the other associations with them, which gratification was particularly sincere, since the Philadelphia and Frankford Associations had something special to show the others. Mr. Buckley said that although this might be considered an exhibition of vanity, there was an element of unselfishness and generosity because of the sincere belief that "we have something to show you which will help you. We have in this city two of the largest retail grocers' associations in the United States. These associations have solved to a great degree the problem of giving service to members, and that is the great modern slogan, the giving of service to members. I don't say this boastfully, but I verily believe that the belief that the members of these associations get more for their money, get more for their interest than perhaps the members of any other anywhere. Much of this is entirely because of better facilities. The members of the other associations, try as they will, cannot do the things that the members of the association of a large city can do.

"Not for any lack of will to work, but entirely on account of the difference in opportunities.

"These Philadelphia organizations are not in any sense handing out benefits as a philanthropy or charity. These organizations have solved the problem of making members work for themselves. They are operated by themselves and through their chosen representatives, and everything done is done by them and not by any one else.

"We have something else here of which we are proud. We have the city of Philadelphia. You have heard a great deal about our being slow, also that we are corrupt and contented. You have heard a number of other things against us. We have political pulls here. So has every city and town. There is not, I thoroughly believe, in the United States a city which gets 100 cents of value for every dollar it spends. Nor is there a town or city which invariably selects the best available men for its public offices. Neither do we, but we are coming a great deal closer to it under the present administration. We are all bound by the delinquencies of human nature. As for being slow, not at all. We have a group of political contractors here who have gotten rich faster than has ever been done in the United States. We have an administration here,

(Continued on page 12.)

The New York Letter

Retail Meat Dealer Says American Fresh Meat Packers Now Control Argentine Beef Supply. Cold Storage Man Says Storage Houses Are Not Sharing in Food Speculation. Talk of Prosecutions For Food Conspiracy. Tea Market Righting Itself.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Sept. 11, 1914.

An interesting feature of the week was a statement before Magistrate McAdoo, who is conducting the District Attorney's investigation into high food prices, made by Jacob Bloch, member of the New York Retail Butchers' Association and owner of three stores. Mr. Bloch said that the Chicago fresh meat packers have prevented the public from getting any benefit from cheaper Argentine beef, by themselves acquiring control of it.

Not the retailers, but the wholesalers, Mr. Bloch said, are responsible for the prices of meats. Beef livers, for example, which are a food of the poor and for which there is a steady throughout-the-year demand, are always sold by all the packers at the same price. Sometimes, he declared, they hold the supply back so that prices may go up; he knew that because he had seen boxes of livers in the packers' storerooms on the very day he had been told none were in the market. The same was true, he said, of beef hearts and other special meats. The wholesale price of frozen liver (the only kind that New York now gets) is 12 to 13 cents a pound. So that the retail butcher pays \$1.25 to \$1.50 for what he used to get for a quarter.

The unanimity with which prices fluctuate was illustrated by Mr. Bloch with his experience and that of the buyers of the two of his three stores for which he does not do the buying personally. He cited pork loins, the prices of which sometimes change three times a day, and averred that when one packer changed them the others did likewise at the same time. If there is a heavy snowstorm in the early morning, he declared, the packers put prices up on all meats; he had never been told why, but supposed it was because they feared their supply might be interfered with. A threatened strike, such as that which menaced the railroads last year, acted the same way, and, he maintained, prices went up, no matter how big a supply of live stock there was or how much dressed beef was in transit or at terminals.

One great handicap the retailer suffers from, Mr. Bloch alleged, is encroachment on his trade field by the packers, who, through controlled companies, sell at retail to "the cream of the consumers' trade," such as hotels, boarding houses, clubs, restaurants and the like. These retail concerns, belonging to the packers and having large capital behind them, offer the big

consumer long credit, while they hold the retail butcher up for weekly payments. The intention is, he said, that the retailer shall take all the risky end of the business and bear the heavy expense of supplying the average householder, practically as the packer's agent, being allowed a profit which amounts to "a week's pay."

The settlement of allowances for short weight, bad goods, etc., is very unsatisfactory, Mr. Bloch stated. He declared that all the stuff the packers sold in boxes and barrels would be found short weight if taken from the packer's warehouse and emptied from the containers onto the scales. If these evils could be remedied, he knew the public would get cheaper meat.

Seven measures Mr. Bloch recommended as means of putting both retailer and consumer in a better position were:—

1. Put an export duty on all meats.
2. Have the United States Government open its unoccupied lands for increasing the cattle supply.
3. No female calf to be killed in the next three to five years.
4. No calf weighing less than 150 pounds to be killed.
5. Congress to pass a law setting aside 10 per cent. of the income tax to cover the expense of opening land for cattle raising.
6. Packers to sell only to retail dealers and not to consumers direct.
7. Congress to pass a law establishing Government slaughterhouses.

H. C. Lewis, secretary of the Merchants' Refrigerating Co., 163 Chambers street, gave out a statement during the week denying that the cold storage houses had any part in the schemes of their customers to store food for a rise. The statement is in part as follows:—

Not a single cold storage man in this city is interested to the extent of one penny in goods in his warehouse. It would be working against the interests of our customers to have any financial interest in goods in storage. It would be as much as an employee's job is worth to put anything in storage on such a basis, no matter how attractive the proposition might seem.

Mr. Lewis also gave some interesting figures regarding the quantity of goods in storage this year:—

The figures of the associated warehouses, which include forty-six concerns all over the country, show a shortage of 9,000,000 pounds in butter in the United States now,

as compared with last year. On September 1, 1913, there were 73,567,600 pounds of butter in the cold storage plants of the association. On the first of this month there were 63,270,608 pounds—and the past three months are those in which most butter is stored.

There are 180,000 more cases of eggs in storage this year than last, the reports show, but last year the quantity was abnormally small. Last year eggs were imported from Russia, Austria and Germany. The increased storage this year is just about equal to what was imported last year. The figures show that there is a decrease in the quantity of butter, cheese and poultry stored in our warehouses now, as compared with a year ago. There is a very slight increase in meats, and a somewhat greater increase in eggs.

The charge that there exists in New York State a "gigantic conspiracy" of owners of cold storage and refrigerating plants to increase the cost of food was made by Attorney-General James A. Parsons in a statement just issued. He declared that within a few weeks he would institute legal proceedings against the firms involved, and expressed the belief that the laws of the State would compel the dissolution of the alleged combination and the punishment of the parties to it. Although he admitted that several New York City plants were implicated in the alleged conspiracy, he refused to make public any names.

Mr. Parsons declared that investigators, who had begun their inquiry under the administration of Thomas Carmody, former Attorney-General, and were continuing it, had ascertained that when prices were highest it usually was found that the largest amount of food products were in storage. He said that if this food had been placed on sale prices would have been lower materially.

When eggs were selling for 45 cents a dozen in New York City, the statement continues, there were 335,000 cases in storage; when butter reached its highest price there were 8,000,000 pounds stored away; when poultry was selling at top prices there were 3,000,000 pounds in storage in New York alone, and when beef prices had risen there were 3,000,000 pounds on ice.

Since May 1st the increase in food stored in New York City, according to the statement, is: Eggs, 14,000,000 dozen; butter, 9,000,000 pounds; fresh meats, 4,000,000 pounds, and salt and smoked meats, 1,000,000 pounds.

Investigators from the Attorney General's office now are at work in Buffalo, Rochester and other up-State cities and towns.

Official information received during the week showed pretty nearly the condition of the tea market under war influence. The official monthly report of the quantities of tea received, delivered and kept in warehouses shows that there is only half the quantity of tea in storage there was at this time last year. In warehouses, according to the report, there is only a little more than 139,000 packages of tea, an amount

reely able to hold out two months.
he association's report, comparing
movements of tea in August of this
r with those of last year, is as fol-
s:—

| | 1914. Pkgs. | 1913. Pkgs. |
|-----------------------|----------------|----------------|
| Stock in warehouses | | |
| Aug. 1 | 197,258 | 267,614 |
| Receipts during Aug. | 40,938 | 68,351 |
| Totals | 238,196 | 335,965 |
| Shipments during Aug. | 99,056 | 56,919 |

| | | |
|---------------------|---------|---------|
| Stock in warehouses | | |
| Aug. 31 | 139,140 | 279,046 |

The stocks in hand are the smallest
known in the tea trade, this fol-
lowing two years of short crops in the
growing countries.

The war now handicaps the importa-
tion of tea because of the restriction
on credits, the excessive rates of ex-
change prevailing and the inability to
pay freight, as shipping bottoms are
limited. In addition, the delay, and
uncertainty in cabling interfere with the
business.

Of the stocks now in warehouses
only about one-third are available for
the market, the balance awaiting de-
livery to their owners to supply the
demand in different parts of the United
States. What must be most emphatic-
ally taken into consideration is the
fact that all tea producing countries
are greatly affected by the war, the re-
sult of which no man can foresee. The
best that can be hoped for by the buy-
ers is a short supply for the remainder
of the season and consequently a very
tight market.

Another Government Oleo Prosecution.

Six officers and employees of the
Capital City Dairy Co., of Columbus,
Ohio, were indicted last Tuesday by a
Federal Grand Jury after an investigation
on a charge that the company and its
officers have been engaged in the un-
lawful manufacture and sale of arti-
ficially colored oleomargarine on which
no stamp tax was paid. The Govern-
ment charges that the company owes
more than \$2,000,000 in back taxes.
The indictments are for defrauding
the Government and for conspiracy
to defraud the Government. The
men against whom they were re-
turned are: Dennis Kelly, president
of the company; William H. Eberst,
vice-president and general man-
ager; M. Lee Borbett, secretary; Cor-
nelius A. Hayes, treasurer; Otto S.
Barkworth, a chemist for the State
Pure Food Department and employee
of the company, and W. H. Kelly,
Pennsylvania agent of the company.
All of the indicted men, excepting W.
Kelly, reside in Columbus, where
they are prominent in business and
social circles. Kelly's home is in
Pittsburg. The indicted men appeared
in court, entered pleas of "not guilty"
and were released on bond. R. H.
Childs, of Chicago, Assistant Attorney-
General of the United States, had
charge of the Grand Jury investigation.
Dennis Kelly is one of the wealthiest
men in Columbus.

Our Ads. will be Salesmen for You

If You Display

**WRIGLEY'S
SPEARMINT**

where everyone will see it

We make people *want* it. But
they may *forget* it if you don't take
care to have them see it.

Every package you sell by display-
ing it is extra profit in your pocket.
Make

**WRIGLEY'S
SPEARMINT**

advertising advertise *you!* Put it where it's easy
to see and buy.



TELL CUSTOMERS:

"Ever try **WRIGLEY'S SPEARMINT** after eating? It refreshes
your mouth and helps digestion wonder-
fully. The new seal package keeps every piece as
fresh and tasty as when made."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Litigation has been started in New York against another match fake—the New Jersey Match Co.

Another Match Fake.

It is the same old match fake that has gobbled up so much money in its time—a patented machine, enormously increasing in output, reducing the manufacturing cost, and promising overwhelming disaster for the Diamond Match Co., the dominant factor in the match business. Reading the history of this scheme, published in another column, sounds like past history, so like is it unto other match schemes that have gone before it. One wonders how the same thing can succeed so often. When one investor is bitten and sues or arrests, and the papers print all about it, one would naturally expect other investors to refuse to patronize future schemes of the same kind. This would be a natural expectation if the thing only happened once, but when it happens twenty or thirty times, as it has done in the match business within the last twenty-five years, one is surely convinced that the number of suckers born every minute is somewhat understated.

The organized liquor dealers of the country, under the scandalously false name of

Tainting Public Sentiment.

"Bureau of Cooperation," are sending to all kinds of periodicals, the "Modern Merchant and Grocery World" among the number, items for publication which are intended to counteract the irresistible movement toward total prohibition. The ob-

ject is of course to taint public sentiment. One of these little books of items lies before the writer. Its contention—it has no real argument—is that a man should not be interfered with in his desire to drink—even to drink to excess, to the injury of himself and his family—and any attempt to interfere with him is wrong and can never be enforced. The fact is ignored that alcoholic liquors, from the time the devil first brewed them, have never done one iota of good to balance their worlds of harm.

Gentlemen, you can save yourselves the trouble of sending these items to the "Modern Merchant and Grocery World," or to any other periodical. You will save some money if you do not send them out at all. For as sure as you are living men, the wares you sell are marked for destruction. Whether through what is called total prohibition or not, no liquor will be legally sold in this country in ten years at most. It would not be sold today if the business interests could decide the question.

The editor of the business magazine, "System," begins a long article on "The European War and the Average Business Man" with the following:—

Good Times Coming.

While we all deplore the war and are reluctant to take profits from the misfortunes of other peoples, it is time for us to consider what is to be the result to American houses of this great European conflict. Expressed in terms of business activity the situation is this: There are four great competitors for the world's business—four mammoth industrial and commercial

units striving for orders for merchandise from all the peoples of the earth. Three of them, temporarily at least, have shut down. One, the United States, is open and prepared to work overtime.

What the result will be seems self-evident, as self-evident as it would be if all of your competitors—all the other shoe manufacturers, for instance—should close their factories: A transference to you not alone of the demand for shoes formerly supplied by them, but for even the very shoes that must be supplied to them.

For that is the very situation that will follow in this country if the European war is prolonged. True, certain qualifications are necessary. Shipping will be interrupted, finance become more complex, and trade relations take on unusual complications. But underlying these apparent hindrances and difficulties, is this fundamental generalization—the nations of the world must turn to America to supply their wants.

The first question business men ask is: "Of what will this demand consist?" It splits into five sources: (1) the usual American call for American goods; (2) the necessity of supplying equivalents for many of the imports normally taken from Europe; (3) the need of offering satisfactory substitutes when it is impossible to absolutely duplicate European imports; (4) the requirements of the customers of the countries at war; and (5) the wants of the warring nations themselves.

This is well said, and its absolute truth is not debatable. There is certain to come to this country, now and later, an enormous demand for everything in the line of necessities. This will come from foreign countries who are too busy fighting to make for themselves, and who must therefore buy. Also it will come in increased measure from our own people who will be given work which they do not have now. Absolutely nothing can prevent this. If the war should stop to-night—which it unhappily will not do—the demand would still come. It will affect everybody all along the line and will effectually

dissipate every one of the ev humors which have kept business back for eighteen months.

The writer has been told by unquestionable authority that illegal sales of oleomargarine are appearing again in Pennsylvania. Some of

them take the form of selling oleo for butter, some of them the form of selling oleo honestly enough, but artificially colored. Artificially colored oleo cannot be sold in Pennsylvania even when sold as oleo.

The Housewives' League of New York, which is deeply interested in the present food situation, recently recommended its members, in order to reduce the high cost of living, to use oleomargarine instead of butter. Thus oleo, in a sense, comes into its own. It has always been a perfectly wholesome and legitimate product—just as good as butter any day—and it would have been considered legitimate long ago if these wildcat dealers had not besmirched its reputation by selling it illegally.

Now the thought that occurs to the writer is how foolish, and incidentally how outrageous, for the wild-catters to allow their fraudulent greed for profits to spoil the greatest chance oleomargarine has ever had in all its history. Butter is high—everything is high—and thousands of consumers will use oleomargarine as a substitute and an economizer if they can do so without feeling ashamed and apologetic. As long as oleo continues to be the tool of crooked people will not use it with the same freedom that they otherwise would

Safeguarding Against the Shiftless Account-Keeping of Married Women

I am convinced that a great deal of the trouble retail grocers and other dealers in the necessities of life have to collect their bills is fairly chargeable to the shiftlessness and sometimes the actual dishonesty of married women.

Not one man in a thousand has anything to do with buying groceries. He is away at his business when most of them are bought.

Usually he gives his wife a weekly allowance out of which she is supposed to pay all grocery bills. Most wives do this, but there is a surprising percentage who don't. They fumble up their household accounts, now and again robbing Peter to pay Paul, and suddenly awakening to the fact that they owe their grocer a large grocery bill, every cent of which had been

paid to them by their husband, who of course expected the grocer had been paid also.

The wife dislikes to confess this to her husband and will try to get rid of it herself by whatever surreptitious means she can use. Sometimes she gets away with it, but more often than not she fails. The grocer appeals at last to the husband, and there is a stormy

scene which not infrequently destroys a home.

Within a week two wives of wealthy husbands have sat in my office, seeking to explain the non-payment of very large delinquent grocery bills, and confessed that their husbands had given them the money, but in some way it had "gotten away."

Both also said that they had

very unpleasant time with their husbands when the thing was found out. I told these wives, somewhat more diplomatically than I am stating it now, that in my judgment they had been guilty of theft from their husbands. They were very resentful at this, but it was true nevertheless.

If I were a grocer I should refuse to do the financial end of the business with a married woman just as soon as her bill got behind. Of course while it is being paid regularly there is no occasion to do that, but at the minute she left a balance of even a dollar I should send a statement to the husband at his business address. Of course the wife may not like this, but her resentment is the lesser of the two evils. The husband will appreciate being kept posted, and this will go far to neutralize any unpleasantness that the wife may feel.

Of course some husbands are head beats, and in these cases grocery bills remain unpaid, not because of the wife's delinquency, but because she isn't given the money by her husband. In these cases sending the husband the bill will do no good, but in the great major-

ity of cases it will result in immediate payment, accompanied by the delivery of a lecture by the husband to the wife which will probably bring her up with a round turn.

E. J. B.

Another Match Fake Suit.

J. B. Francis Herreshoff has begun suit against the New Jersey Match Co., the Co-operative Syndicate, and some of the officers of the two concerns for \$14,500, representing money invested in matches by himself and several others who have assigned their claims to him. This proceeding follows on the heels of the indictment by the Federal Grand Jury in New York of Warren B. Hutchinson, William B. Tucker, Morris San and the match company for using the mails to defraud. The inducement held out to persons with money to invest was a "secret process," by which as good a match, known as the "Salvation Match," it was said, could be made of irregular shaped cordwood at \$9 a 1,000 feet as could be made by the trust of selected lumber at from \$50 to \$60. The promoter also claimed to have a patent machine for the making of matches that was so fast and sure that the net earning capacity of each machine was \$500 a month. The company had a factory at Garfield, N. J., the promoters said, that would comfortably accommodate 40 of these machines, resulting in a net profit of \$20,000 a month. The complaint says that in or-

der to sell the bonds of the company the Co-operative Syndicate was organized and a glittering circular was prepared for general circulation for the purpose of "inducing persons to part with their money." Among the virtues the patent match was credited with was that it was non-phosphorus, that it would soon supplant the phosphorus match and that any investment in the company's stock would be amply secured. A prospectus was prepared that said the company had created a bond issue of \$140,000, that with each bond a bonus of 50 per cent. in stock would be given, and that every penny taken in by the sale of bonds would be spent for equipment. A note of distress appeared in the prospectus when it said that 1,000 gross of matches were being sold each day and that the demand was so great that a much bigger plant was absolutely necessary. The complaint says that the machines used by the company intent to deceive and defraud the plaintiff and whosoever might get a copy of the prospectus." The complaint denies that the machines used by the company were patented machines intended for cutting the matches, and says that the machine "merely fills, dips and unloads, and is not a newly invented machine and is not protected by a patent." The complaint says the machines were bought second-hand, that prepared wood used in making matches costs only \$45 a 1,000 feet, and that matches cannot be made from crooked or grained wood. It is also charged that the company has suspended business for some time and that

the only security back of the issue of \$140,000 of bonds is a first mortgage lien upon the property of the company and a small sinking fund which is not worth more than \$14,000. The plaintiff says that no dividends were ever declared and that a default was made in the interest on bonds on July 15, 1913, and that nothing has been paid on them since that date.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

Dorchester, Mass.

46—You should push nationally advertised goods to the front because nationally advertised goods are going to mean more and more as time goes on.

¶ Advertising has been purified and reconstructed. Honest advertising laws have been passed and are being enforced. Consumers think more of advertising—they believe in it more implicitly—than they ever did before, and this feeling is going to increase.

¶ The chance is that before very long consumers will cleave *only* to products that have come out in the open and advertised themselves to all the people. Why, indeed, should they not? They are the best products made or that can be made, and they are going to get better all the time. The manufacturers dare not leave a stone unturned to give the public the absolute utmost for their money.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domine Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

PENNSYLVANIA RETAIL MERCHANTS' ASSOCIATION HOLDS LARGEST CONVENTION IN HISTORY

(Continued from page 8.)

represented by Dr. Cattell, which has cleaned up the shambles to an extent no one believed possible. There is graft in politics, and it will never be eliminated until we eliminate the necessary graft in human nature.

"In this morning's mail I received a very peculiar communication. I hesitated a little while before deciding to read it. I don't know the author, but I can imagine it was sent by a man who allows his enthusiasm to over-ride his discretion. The letter reads as follows:—

Mr. Buckley.

Dear Sir:—I see you are to deliver the address of welcome to the State retailers' convention. Why not ask them to abstain from all alcoholic liquors while in Philadelphia. Yours for a great cause,
J. B. WOODWARD.

"Now, gentlemen, I don't want to ask the impossible. I do not want to ask anything that would completely destroy your pleasure at this convention. So far as I am concerned, you can get in any condition you like. One thing I will ask: That you lie as close to the curb as you can in order to make way for the automobiles of our members.

"In conclusion, I want to say again, we are tickled to have you with us and we want to make you feel as tickled when you leave us as we have been to have you."

Mr. Theo. Landsberg, of Erie, expressed thanks in behalf of the retail merchants of Pennsylvania for the cordial welcome extended, and said that after hearing Mr. Cattell speak he had concluded that Philadelphia had been maligned, that it was the peer of New York City, that people of the Keystone State had as much right to be proud of Philadelphia as their metropolis as people of the Empire State of New York City. He spoke further in praise of Philadelphia, saying: "I have never yet found in all my travels in the sunny South, in the frozen North, in the boundless West, in the energetic East, a better place than Philadelphia in which a convention of any size or character can find better accommodation, greater conveniences, more pleasant and wholesome hospitality."

Mr. Landsberg assured Dr. Cattell and all the citizens of Philadelphia a hearty welcome if they should ever visit Erie.

Mr. Rittenhouse, of Scranton, expressed the appreciation of the outside associations to Philadelphia and Frankford Association. He called Philadelphia the cradle of progressive merchants' associations and mentioned Mr. William Smedley and Mr. Albert Kai or as having rocked the cradle. He closed with a promise that the members of the visiting associations would behave themselves in order to merit another invitation.

J. Denny O'Neill, the president, was introduced by Mr. Gallen, and spoke a word or two as to his gratification when elected president and his belief in the future of the association.

The convention call, signed by Mr. Howes, was read and the following committees were appointed:—

Resolutions—Chairman, W. H. Bratton, Frankford; D. E. Durbin, Pittsburgh; J. W. Rittenhouse, Scranton; Howard Monnell, New Castle; Theo. Landsberg, Erie.

Press—Chairman, Harry H. Lansing, Lock Haven; Geo. McGarry, Johnstown; C. W. Summerfield, Philadelphia.

Auditing—Chairman, W. C. K. Fisher, Reading; C. J. First, Oil City; W. K. Cuddy, Muncy.

Rules—Chairman, C. W. Dewees, Philadelphia; F. L. Lydell, Bradford; J. W. Kendall.

Mr. O'Neill then read his report, and in stating what had been done along legislative lines, he said they had not accomplished what they wanted; it might still be brought about by the co-operation of every member. "If you expect to be successful in Harrisburg next winter you want to do some work now among the candidates for Governor, the Senate and House. I believe that each association should interview the candidates to see how they stand upon the legislation vital to your associations. I believe that if that is done we can secure some legislation that we have worked so hard for in the past.

"I am willing to go down to Harrisburg and do the best I know how to secure what we want. I do hope that your officers will have the earnest support of members. If you want to get legislation you have got to be at it before election.

"We should look after our own interests, and the only way you can do that is by interviewing candidates before election."

The report of the secretary was then read, as follows:—

RECEIPTS.

| | |
|---------------------------------|----------------|
| Association applications | \$110 00 |
| Individual applications | 8 00 |
| Capita tax | 1,273 73 |
| Individual dues | 50 00 |
| Convention proceedings | 71 24 |
| Printed forms | 1 30 |
| Legislative contributions | 11 00 |
| Loans | 1,778 00 |
| Pennsylvania Merchant-- | |
| Subscriptions | \$621 27 |
| Advertising | 3,616 26 |
| | <hr/> 4,237 53 |
| | \$7,540 80 |

DISBURSEMENTS.

| | |
|-----------------------------------|----------------|
| Postage, telegraph, express | \$142 15 |
| Secretary | 443 40 |
| Treasurer | 40 00 |
| Executive committee | 201 99 |
| Organizing | 58 75 |
| Convention | 209 14 |
| Legislation | 135 74 |
| Interest | 12 77 |
| Printing and supplies | 122 80 |
| Loans repaid | 2,032 00 |
| Pennsylvania Merchant-- | |
| Publisher | \$3,211 96 |
| Advertising solicitors | 974 90 |
| Labor | 557 85 |
| Transportation | 326 47 |
| Sundries | 35 82 |
| | <hr/> 5,107 00 |
| | \$8,505 74 |

The report of the treasurer was read by Mr. A. M. Howes for Mr. Nelson:—

REPORT OF W. H. NELSON, TREASURER.

| | |
|---------------------------|------------------|
| Balance last report | \$965 15 |
| Receipts as above | 7,540 80 |
| | <hr/> \$8,505 95 |
| Disbursed as above | 8,505 74 |

Balance in treasury

The report of the organizer, William Smedley, was then delivered. He said: "One year ago I started out at Warren with your consent and authority to get out and make the acquaintance of the merchants' associations throughout the State of Pennsylvania. How well I have performed that work I leave to you.

I want to say that in that time I have done my best to call on all of you. Some of you would not let me in, so that was not my fault. I have traveled over 50,000 miles, at a cost of nearly \$10,000."

Mr. Smedley then told of some of the difficulties of the work placed on his shoulders.

The list of 110 associations handed to him at Warren were supposed to be in good standing and on the job.

"I found a good many of them like a man I asked about and was told, 'Well, he's alive; he sleeps, he eats and puts on his clothes.'

"I found associations that had not met for more than two years. I went into a town, met a merchant and said, 'We are going to have a meeting tonight.' He said, 'I believe they have called a meeting. I am the president, but I haven't attended a meeting for a year and a half.'

"Where's the secretary?"

"I believe if you take a street car and go out to the end of the line you will find some one who can tell you where he lives."

"I found the secretary, who said he would be unable to attend, as he had to plant a garden.

"Well, I found one good merchant, and he took me in his automobile to call on 50 merchants. We had a meeting of 45 that day and the president sat in a rocking chair. Then they began to discuss matters and wondered why they didn't succeed. Then I got mad. I said: 'You don't succeed because you have a president who sits in the rocking chair and a secretary too busy planting a garden to attend a meeting. Two resignations are in order to-night, and then we want to have an election, and then we want an association.' To my surprise the president laughed.

"We have 168 members there now, who are doing things for the town.

"I could take you from town to town, from hamlets to the large cities. I could show you that the men need organization, and that they only need to be shown how to organize.

"I shall be very much surprised when the reports for your membership are handed in if we haven't increased the membership by over 4,000.

"The convention to-day is the result of the missionary work all through this State for 12 months. The Pennsylvania merchants wants to be shown how to organize and how to keep organized."

Mr. Smedley was especially pleased with the results in Braddock, Titusville, Steelton, East Mauch Chunk, Danville, Muncy, etc. He said that the Chamber of Commerce and Board of Trade were all very well, but that the merchants needed an association for themselves to take care of the merchants' particular problems.

The educated and intelligent merchant is going to help us eliminate the unintelligent man. We are going to have business profitable and permanent.

We need good secretaries. The secretary makes the association. Every merchant should be a member. You will find that every dollar you pay is an investment and you can bring back dividends from it all your life. Stand by your secretaries. The gospel that I have been trying to preach is greater usefulness of the association. There are so many evils in your trade that you will find at that you could wipe out by organization. We are going to read something on the catalogue house Thursday. Something that affects every merchant directly or indirectly. You will be shown the remedy for the catalogue house. If you heard only this one thing at the convention, your visit here would be worth while.

Mr. Smedley told of a visit to a large mail order house in Buffalo and of the immensity of the orders in one morning's mail.

He closed with: "Your calling is one of dignity, and great responsibility rests on your shoulders, and I tell you that when we begin to realize the importance of organization we are going to go forward this year. I will help you, with your permission, all I know how."

Mr. E. O. Spotts, of Tarentum, as one of the State organizers, was called on and he dwelt particularly on the value of the association as an uplift to the merchant, to the community and to the nation. He said: "We, as businessmen's organizations take care of mercantile problems. The fundamental problem is credits. Through the absence of adequate laws in Pennsylvania there is a premium put on dishonesty. We organizers are trying to wake you merchants to the fact that giving indiscriminate credit is bad, not only for yourselves, but it's bad for the public. The quicker you men get to realize that fact, the quicker you are going to make better the communities in which you live. Heaven help any community that hasn't got a credit system!"

"We have one in Tarentum and the work of credit reporting is doing much good that we are trying to breathe the idea into other associations of Pennsylvania, as it is the only thing for a live association."

Mr. Spotts earnestly advised the support of the secretaries by the members of each organization. Be sure to pay enough to your secretary to make it worth his while to devote sufficient time to make your association live and prosperous.

At this time a letter was read from Mr. E. C. Wolfe, of the Curtis Publishing Co., inviting the convention to inspect their building at Sixth and Walnut streets. Also one from John Wa-

maker, offering guides to conduct visitors through his store.

Mr. Schoch announced a trip for the day on Thursday morning in a sightseeing car to the interesting points of the city. Also a visit to City Hall.

Mr. Smith, of New Castle, reported his work in the organizing of associations and expressed the wish that one-third of the retail merchants now in business be eliminated. In his opinion there ought to be a law passed to make a man pass an examination in order to become a merchant.

Mr. Smith also thinks that a law could be passed to prohibit a man moving from a town without registering with the city clerk where he is going.

Mr. Rittenhouse, as an organizer, said that he was tending his own back yard. For his part he has increased the membership in Scranton from 162 last year to 439; 250 of whom are grocers.

Mr. F. B. Farley, of the Philadelphia Association, announced that the Pennsylvania Plan Committee was ready to receive reports, which should be gotten in at the earliest moment that the work might get under way.

Mr. Durbin, from Pittsburg, expressed appreciation, etc.

Mr. Loch talked for a minute on the troubles of the merchants, listing them in part as the catalogue house, loose credit and fake advertising.

A letter read at this time from the Reading Chamber of Commerce cordially inviting the association to hold its 1915 convention at Reading.

The following resolutions were then offered:—

That our candidates for the Senate and House be earnestly interviewed and pleaded with to support our mercantile tax repeal at the coming session of the Legislature.

That after a careful consideration it be urged upon the members of the association the good business of standing loyally by popular high quality standard goods, with which the consumer is familiar, in preference to private brands of goods of unknown origin and at times of doubtful quality.

That the retail merchants of Pennsylvania have introduced at the next session of the Pennsylvania State Legislature a bill licensing and regulating the use, sale and giving of trading stamps, coupons and similar devices and imposing a penalty for the violation thereof, and that they use their utmost endeavors to have same passed and become a law of the Commonwealth of Pennsylvania.

The meeting was then adjourned.

The convention was entertained by an interesting programme at Keith's Tuesday evening. The theatre was tastefully decorated with flags in their honor, with a large banner, "Welcome to the Retail Merchants of Pennsylvania," at one side of the stage.

Mr. Howard, a clever ventriloquist, in his sketch as "Dr. McGregor," a Scotch doctor, with two automatons and with little practice, brought in several jokes playing on the names of members of the association.

The house gave a hearty laugh when he asked his patient for money and the patient replied that he had none and didn't know where to obtain any. "Why



"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company NEW YORK



WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

don't you write the Retail Grocers' Association of Pennsylvania?" said the doctor.

At the opening of Wednesday's session Mr. F. B. Reeves, Jr., president of the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association, was called on for a few words.

Mr. Reeves said: "As I listened to the reading of the minutes and saw the work mapped out for your committee, it came to my mind that your association and ours was doing the same work along the same lines. We can economize time and money if we work together to attain our aims.

"You are very welcome at our association meetings. I hope you will attend our convention, to be held in March at Scranton.

"In behalf of the wholesalers I want to thank you for the small part you allowed us to take in entertaining you. I hope you will all be with us at Willow Grove this afternoon. We want you always to be part of ourselves, to be with us."

Another resolution was then presented upon the repeal of the mercantile tax.

Mr. Charles Thorpe, secretary of the New York Grocers' Association, was then called on. Mr. Thorpe, who attends many conventions, is very much interested in the getting together of merchants to see what can be done to help the trade at large. He named the important issues of the merchants of every State, as follows:—

1. Combination buying.
2. Maintenance of retail selling price.
3. Co-operation societies.
4. Legislation and other things, in addition to the keen competition.

Further on he regretted the large number of merchants who don't know what it costs them to do business. To illustrate, he said, that the man who buys "dollar-a-dozen" goods and sells them at \$1.20 does as foolish an act as it would be to exchange a \$5 bill for \$4.50.

Mr. A. M. Graves, secretary of the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association, reluctantly came to the front at the president's request. However, he soon warmed up to the subject of square dealing. He feels that the conventions bring about the discovery that one's competitor is a better man than had been supposed and inspire the merchant to go home and be a more intelligent merchant to leave off doing things because they are the custom, and begin to do business in a more honest spirit and along more legitimate lines.

"We must be willing that others should do whatever we do and be willing to do ourselves what we insist on others doing," he said.

A letter was read here from the U. S. Slicing Machine Co., Chas. Dapp, sales agent, inviting the visitors to inspect their place at 1024 Arch street.

Mr. J. A. Ritchie, secretary Cleveland Retail Credit Men's Co., spoke on Wednesday on the safeguarding of credits. He said this minimizes the need of putting accounts through the process of collection. "The basis of all credit is

character. Character invites confidence, hence credit is a trust reposed in you and me by the grantor. It is wrong for a man to say, 'I pay cash; I don't want credit and I don't need it.' That man's very success depends upon credit if he were keen enough to realize the situation. Credit is one, if not the chiefest, of our assets. It denotes the ability to pay. Credit, however, is at once a convenience and a curse. As a convenience it facilitates shopping. It does away with delays and guarantees good will because of confidence. It promotes phone orders, of great importance to business men, to say nothing of the saving of the time of the housewife. Credit carries greater consideration to the user than is obtained if cash is paid. I realize that that is a strong analogy. However, all of you merchants, as much as you hate to admit it, know that the credit customer gets more courteous consideration than the man who pays cash.

"The buying beyond one's means or ability to pay is what I mean when I say that credit may be a curse. This is one of the greatest moral issues that this country has to face to-day. It is astonishing and shameful the number of notices we get from men who refuse to honor their wives' purchases, and tell us to notify all the merchants in our list to this effect.

"To persuade a person to buy beyond his means is unethical on the part of any merchant. There are firms who ad-

vertise that they will extend credit 15 days beyond the usual 30-day arrangement. This is placing a temptation for the customer to buy beyond his means.

"The merchant of any community owes a civic responsibility to the community where he does business and derives his sustenance, to help educate the people of his town or city against extravagance, just as much as it is up to him to back his Chamber of Commerce, etc.

"We believe in teaching the consumer to understand the meaning of credit. To understand that when a merchant's terms are 30 or 60 days, the purchaser at that store is just as much bound as though he had given his note for 60 or 30 days to that merchant.

"Our educative campaign is summed up in our slogan, 'Credit is a trust reposed in you. Safeguard it carefully.'

"The extension of credits should by all means be left to one individual who is more valuable in that capacity than any salesman you have, for he can make or turn away more customers than the best or worst salesman.

"Your credit department and your collection department should work hand in hand with your advertising and your sales organization. Tied up capital means that discounts will be lost. The loss of discounts curtails your buying ability. The credit man who is most successful will make it clear to the customer at the time an account is opened that his terms are 30 or 60 days. For

example, the card on which the customer gives full name and address should plainly indicate the terms of the store. This gives a lever if the customer fails to pay within the proper time. He may then without offense write her that her account was taken on the basis of 30 days and she cannot be offended.

"Credit is very dangerous where unwisely granted. I am very firm in the conviction that that house which is most successful is the one which is most liberal in the granting of credits and which controls credits once granted.

"The consummation to be desired is to harmonize conservatism with aggressiveness. The essentials of the credit department is service to customers and the avoidance of delays.

"The credit man or credit office is the link that binds patrons to your house.

"Speaking of the value of organization to safeguard your credits, the best plan is when a body of merchants is banded together for their mutual good, and not for the profit of any outside concern.

"The success of any mutual credit organization is founded on confidence and co-operation. Your secretary, in asking me to address you, asked me to outline an organization that would fit a town of 10,000, 50,000 or 100,000. The same principles apply in all three cases.

"The first thing is to get as many merchants, in different lines as possible, together and then they should each turn over their ledger accounts, going back five years, to the organization. The measure of service to members depends upon the amount of information turned in by them.

"You may say, 'How may I be assured that my competitor does not know all my business?' As I said before, the foundation for the organization is confidence."

Mr. Ritchie's talk was suspended here for a short time on account of the arrival of the Potstown delegation, which was given permission to march around the room several times. The leader carried a banner and there were several musicians with horns in the line. They encircled the room several times, alternately singing and giving their Potstown yell. They were received with enthusiasm and requested to seat themselves to hear the remainder of Mr. Ritchie's talk.

The remainder of Mr. Ritchie's talk was on methods of collecting through a credit association. He advocated the use of at least two very courteous follow-up letters to delinquents in order not to antagonize them, and the third should usually threaten the publishing of the matter before all the merchants of the association and later bring suit, naming a certain time limit. He said that it was essential to carry out the threat as delivered if the association expected to be a force.

The first letter Mr. Ritchie suggested is as follows:—

Dear Madam:—For the purpose of economy through co-operation, and to insure courteous treatment to its subscribers, John Jones has asked us to represent him with reference to your account.

Owned, as our company is, by over 200 retail merchants, our first

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

aim is to conduct our communications with you in strict confidence and with the utmost fairness.

If the balance of your past due indebtedness is entirely correct and the merchandise satisfactory, we should appreciate your check.

In any event, we shall anticipate hearing from you immediately upon receipt of this letter.

Yours,

The second letter is a little stronger, but not harsh.

Mr. Ritchie was so full of his subject that he suggested that those present consider earnestly the establishing of credit companies in their various communities, assuring them of success if they put their minds to it.

When Mr. Ritchie had finished Mr. Malloy asked what effect the Garnishee Law in Ohio had on the Credit Association.

Mr. Ritchie.—We have been able to collect upon necessities right along by attaching 10 per cent. of the salaries, particularly because of the fact that we are in close touch with the employers in most cases. The Garnishee Law has been a help to us.

Mr. Edgar, of Philadelphia, suggested that a committee be appointed to make more business like plans for the awarding in 1915 of prizes for the Pennsylvania Plan than heretofore. Mr. Schutte seconded the motion. Carried. Committee appointed: Wm. Smedley, Mr. Farley, Mr. Edgar.

This resolution was then offered: That the Executive Committee draft a credit plan, including collection letters based upon the Cleveland plan, and submit to each association.

The Rules Committee recommended a bill to provide "a commission to secure plans and designs for a memorial bridge to the memory of William Penn."

This was signed by C. K. Dewees, Mr. Kendall, Mr. L. L. Lydell.

Mr. Wanamaker was not able to speak, owing to a bad throat.

He extended greetings and regrets through Mr. A. C. McGowan, president of the National Shoe Retailers' Association and the shoe buyer for the Wanamaker store. Mr. McGowan gave a little talk on the reason for advances in shoe prices at this time. He said that the trade was under the misapprehension that the war was given as the excuse for the advances. If the war had not broken out prices were due to go up, anyway, and that very considerably, within the next three or six months, for the reason that everything that goes into the shoe is not growing with the population.

Mr. McGowan commended the work of Harvard University showing merchants how to know the cost of doing business, methods of bookkeeping, etc.

In conclusion he said: "You cannot buy goods properly unless you have been a salesman. You must study the art of selling, and then you will know what to buy and will become a great power and a successful merchant."

Mr. Kendall, vice-president, was then called to take the chair and nominations were called for.

Mr. C. Wolfe, of Pittsburg, proposed D. E. Durbin for president, but Mr. Durbin declined the honor, saying that

his business would not permit him to devote the necessary time to the office.

Mr. Lydell, with words of high praise, presented Mr. J. Denny O'Neill as a nominee for president.

Mr. Rankin moved that the nominations for president be closed.

Mr. Malloy proposed Mr. J. W. Kendall for vice-president.

Mr. Harry W. Schaeffer, Lock Haven, was named for vice-president by C. M. Elliott, of that city.

Mr. Ebenezer Evans, Pittston, was named for vice-president by Mr. R. Keeler, of Pittston.

Mr. D. E. Durbin, of Pittsburg, was named by Mr. Simpson, Pittsburg.

Mr. Theo. Landsberg was named by Mr. Schutte.

Mr. Samuel Clements, J. A. Edgar, Philadelphia, proposed by W. C. K. Fischer.

Mr. Eli Beo, of Sunbury, was proposed by Mr. Kimmel, of Mt. Carmel, but declined.

D. L. Crane by A. E. Waters, of Carbondale.

J. W. Neff, New Castle, Pa., by Ed. O'Brien.

Mr. Rankin moved that nominations for vice-president be closed. Carried.

Mr. Smedley named A. M. Howes for secretary. Seconded by Mr. Wessels. Carried, and nominations closed.

D. H. Rankin nominated W. H. Nelson, of Chester, for treasurer.

Nominations closed upon motion of Mr. Mast, of Coatesville.

Nominations for two vacancies in Executive Committee. Dr. C. H. Bosworth, of Wyalusing, nominated to serve by Mr. Crow, of Harrisburg.

Rev. John W. Gilds, of Easton, Pa., was proposed by a delegate of that town.

A. M. Latschaw, of New Brighton, and C. J. Pohle, Erie, Pa., proposed by J. W. Rittenhouse.

Nominations were then made for the 1915 convention city.

Mr. Burnett, of Meadville extended an invitation from the Meadville Business Men's Association to have the convention there.

Mr. Kaiser, of Philadelphia, rose to commend most heartily the consideration of the Meadville Association's invitation.

Mr. Wessels requested that a New York delegation which had just arrived be given the glad hand. His request was granted and the New York delegation filed to the front, shook hands with the president, secretary, etc., and took some front seats.

Mr. Kale, of Sharon, very earnestly presented his town for consideration as the 1915 convention city.

Mr. Curr, of Titusville, requested that nominations for vice-president be reopened, which request being granted, he named Mr. F. G. Burnett, of Meadville, but Mr. Burnett declined. Nominations closed.

The Rules Committee suggested 20 minutes' intermission. Put to a vote and over-ruled. The convention continued.

Mr. H. G. Flint, president of the Philadelphia Association of Manufacturers' Representatives, told of the efforts of his association to pur-

ify the taking and giving of specialty orders, telling of their care in the choosing of courteous salesmen, and then he asked that the merchants be as bound by giving their order to a salesman as though they had given their check for the goods. If the merchants would do this the Manufacturers' Association would have nothing further to ask.

He extended greetings and wished them a pleasant time at Willow Grove.

Mr. W. H. Ukers, president Grocers' and Allied Trade Press of America, was called on. After greetings, thanks, etc., Mr. Ukers said in part: "We of the trade press are in hearty sympathy with your problems. We are trying to help you solve them. We want you to know all your trade papers better. We are trying to help you do the things you are trying to do all along the line."

By request Mr. Ukers read his rules of what a grocer should know, which rules he had delivered before a convention in Louisville.

"1.—Every grocer should know first that he is a soldier in the army for the common good and has a duty to perform in rendering real service, not only to the manufacturer and jobber, but to the consumer.

"2.—He should know how to figure the cost of doing business.

"3.—He should realize his most valuable advertising medium is his window. It should be changed at least every week.

"4.—He should know that a great trade winner is politeness, and the cost is nothing.

"5.—Another winner that costs but little is cleanliness.

"6.—He should know that the customer is always right. That she is the boss, because she pays not only the clerks, but the proprietor's salary also.

"7.—That advertised goods are sold for him. Don't be a price cutter.

"8.—He should know that if he subscribed for every magazine or book published he would not learn as much about his business as by reading one issue of his trade paper."

Mr. Henry Lohman, of the New York City delegation, gave thanks in behalf of his association and dwelt a few minutes on the importance of a good secretary for every local association.

E. J. Buckley, a member of the Bar of Philadelphia, at Mr. Schoch's request, gave legal advice upon three questions brought before the association for attention. The questions, with their answers, were as follows:—

No. 1.—Why would it not be a good thing to pass one more law allowing a merchant to have but one license—but one place of business.

Mr. Buckley said he assumed this was an attack upon the chain store. He did not believe such a law would be either constitutional or fair, as it was an unwarranted interference with the growth of a man who by thrift, industry or natural aptitude for business had accumulated surplus enough to open more than one store.

2.—Does not the giving of trading stamps partake of the nature of unfair competition?



Hooton Cocoa Creates Sales

We'll help you get your customers started buying **Hooton's Cocoa** and when they're once started they'll buy more of it than they would buy of any other brand, because the fine quality, rich flavor and big money's worth will make them use it more freely. It will pay you to write us for particulars of the special introductory arrangements we'll make to establish its sale in *your* store.



The answer was that it did not. Unfair competition is palming off one's business or one's self, one's goods, as those of another, where no infringement of trade-mark is involved. Not by any theory could this be applied to the giving of trading stamps.

No. 3.—In regard to the law requiring the net weight on package goods, which went into effect September 3, 1914, does this apply to domestic goods prepared or foreign goods imported before its passage and in stock by the grocer?

The answer was that the question evidently confused the Federal net weight law, which went into effect September 3d last, with our own Pennsylvania State law which went into effect January 1, 1914, but with a proviso that no penalty should be enforced for violation until eighteen months after its passage, nor should the act apply to domestic goods prepared or foreign goods imported until eighteen months after its passage. There were different views as to whether this latter clause meant that as to domestic products prepared and foreign products imported before its passage, the law should not go into effect for eighteen months later, or whether it did not go into effect at all as to domestic products prepared or foreign products imported for eighteen months after the passage of the law. The enforcing authorities, however, had given it out that no prosecutions would be made before January 1, 1915.

Mr. C. M. Wessels was presented with a watch in appreciation for his work for the associations throughout the State.

Mr. Wessels said that he didn't deserve the credit; that the manufacturers were behind him in the financing of the Pennsylvania Plan, and that his part was like that of the workman on a building in process of erection, while the manufacturers were like the financiers who were paying the costs, etc.

Mr. O'Neill suggested that Mr. Wessels enlarge his field, taking in manufacturers of all lines carried by merchants.

The following Committee on Elections was appointed: E. O. Spotts, G. L. Dobie, E. A. Schutte.

This resolution was then offered:—

Resolved, That the State Executive Committee have introduced an appropriation measure of \$100,000 to establish a Department of Mercantile Affairs in the hands of practical men, to conduct instruction by printed matter on salesmanship and store management, to the end that the high cost of living be reduced; and a portion of the mercantile tax be spent for the improvement of those who pay it. (Signed A. M. Howes, Erie.

John A. Green, secretary of the National Retail Grocers' Association, then spoke in part as follows:—

The present bankruptcy act is taken advantage of by every dead beat in the country. It is not the honest debtor who takes wrongful advantage of the provisions of the National Bankruptcy Act, but it is the real, dyed-in-the-wool dead beat, the scoundrel, the scallawag, the swindler, the sort of a person who obtains money under false

pretenses, the scum of society, so far as business honor is concerned. Honest debtors do not take advantage of the National Bankruptcy Act as they should. They do not remember and appreciate as they should the fact that it was created for their benefit. Generally speaking, however, the National Bankruptcy Act has given encouragement to men to become dishonest and repudiate their just indebtedness, and this is the main point and the point on which we base all our objections or most of them.

The opportunities which the National Bankruptcy Act offers to the unscrupulous have operated to defeat its own ends, and instead of preventing fraud and relieving distress it has in the course of its existence become a favorite method by which fraud is perpetrated, and by which rascality and unscrupulous methods are covered. A resolution was passed at our last National convention requesting the law be amended so as not to include household necessities. The question is not how to collect but how can I prevent the accumulation of bad debts. Prevention is the order of the day.

Conclusively let me put all the emphasis of which I am capable in declaring that one of the greatest causes of price cutting; one of the greatest handicaps the retailer has, one of the chief things with which he plays into the hands of his arch enemies, is his laxity, his variability, his subservience to name or station, his generally reactionary methods in making collections from those whose credit is "good."

Now, one other plan, where it seems to me that business men have done a great deal in the way of progress, but where they may do a great deal more—I refer to the movement for accuracy in the representation of goods.

There is a great solid foundation for that movement, which has gone so far by way of legislation, and it is a movement which the business men ought to foster, because it means good business, more business and sounder business. Business men should give thought to this movement, because truth makes good business; it will make the public feel at home and satisfied and ready to spend their money for the right things; and next, because if the business men do not control the movement for treating the public truthfully, the movement may proceed to unreasonable lengths. There have been laws passed already by ignorant legislators that bear harshly upon business, and unless business men superintend the situation and act with utmost wisdom and honestly instruct the legislatures in the directions in which they should work, it is very probable that laws may be passed that will bear very harshly upon perfectly sane and sound business enterprises.

The report of the Retailers' Mutual Fire Insurance Company of Pennsylvania was as follows:—

THE RETAILERS' MUTUAL FIRE INSURANCE COMPANY OF PENNSYLVANIA.
Eight Months Ending August 31, 1914
Dec. 31, 1913, Balance in treasury..... \$3,927 14

RECEIPTS.

| | |
|-------------------|------------------|
| Regular premiums. | \$13,363 93 |
| Policy fees | 750 50 |
| Interest | 225 00 |
| Salvage | 377 80 |
| | <u>14,717 23</u> |

To be accounted for, \$18,644 37

DISBURSEMENTS.

| | |
|-----------------------------------|--------------------|
| Agents' commissions | \$2,122 66 |
| Directors | 83 57 |
| President | 167 24 |
| Secretary | 741 53 |
| Treasurer | 80 00 |
| Postage, telegrams, express | 181 48 |
| Refunds | 209 30 |
| Auditors | 80 00 |
| Advertising | 120 86 |
| Taxes | 10 13 |
| Fire losses | 10,926 63 |
| Adjusting losses | 178 19 |
| Bonds | 10 50 |
| Investments | 905 71 |
| Printing and supplies | 230 02 |
| | <u>\$16,047 82</u> |

Balance in checking account \$2,596 55

RESOURCES.

| | |
|---------------------------------|--------------------|
| Railroad bonds | \$9,800 00 |
| Interest bearing certificates.. | 1,000 00 |
| Agents' balances | 1,308 06 |
| Treasurer's balance | 2,596 55 |
| | <u>\$14,704 61</u> |

Premium note reserve..... 323,431 19

Total resources \$338,135 80
Insurance in force \$4,253,767 00

Saved this year (eight months), compared with standard rates, \$19,073.81 in premiums, or more than 15 times the total capita tax paid for the whole year by all members of the Retail Merchants' Association of Pennsylvania. Saved to date, \$155,444.26.

Meeting adjourned till Thursday.

At Willow Grove on Wednesday the delegates were the guests at supper of the Tri-State Wholesale Grocers' Association and the Philadelphia Association of Manufacturers' Representatives. The freedom of the park was given to everybody and a generous supper was provided. During the evening William Smedley was presented with a fountain pen by the Brooklyn delegation.

It was reported that 122 delegates were duly registered, representing 65 local associations, exclusive of the officers.

The following visitors addressed the convention at Thursday morning's session: Mr. Holmes, of the "General Store," Pittsburg, Pa., on organization.

Mr. Swartferger, of the W. Va. Association, on the interchange of ideas for uplift.

Mr. Thomas Martindale, Philadelphia, gave an address upon the reasons some merchants succeed while others fail, right in the same communities. He said that any man who studied his goods and tried to please with courtesy and fair dealing was bound to succeed. He told the story of his own great success in teas, which came about through careful attention to different blends and kinds.

About 50 raised hands upon Mr. Sumnerfield's request to know how many would visit the Wanamaker store on Thursday.

The following is the report of the Resolution Committee, delivered by Mr. Landsberg:—

1.—Resolved, That the grocers favor a registration act for the betterment of their business and the elevation of the standard thereof.

(The committee has not found the resolution sufficiently complete in its detail for adoption on their part.)

2.—The resolution concerning placing the support of association members only to those candidates for the Legislature who would promise to use every effort to have the Mercantile Tax Law repealed was approved by the committee as read at yesterday's session.

Adopted.

3.—Approved, the resolution of the Retail Grocers' Protective Union recommending active State legislation for the elimination of the trading stamp evil.

Adopted.

4.—Committee approved the resolution concerning the non-use of private brands of unknown origin and at times of doubtful quality, offered at cut price.

Adopted.

5.—Approved, the resolution that the committee of three be appointed, whose duty it shall be to confer with the specialty manufacturers, looking toward better profit on the profitless specialties.

Adopted.

6.—The resolution regarding having the Executive Committee draft a cre plan based on the Cleveland plan, and to be submitted to each association.

Carried.

7.—The resolution that this convention is opposed to the increase in charges for mileage books and that the Executive Committee file a protest with the Interstate Commerce Commission.

Carried.

8.—The resolution in favor of having the Legislature appealed to for an appropriation of \$100,000 for the purpose of distribution of printed matter and free lectures on salesmanship and store management, to the end that the high cost of living be reduced, etc.

There was some discussion for and against this resolution. Mr. Lydell said that it was inconsistent with the resolution concerning the association stand taken against the Mercantile Tax Law, and absolutely wrong for them to suggest how the money collected through that law be used. He moved that the resolution therefore be laid on the table. Later the resolution was amended and presented by Mr. Lydell in the following form:—

Resolved, That the State Executive Committee be instructed to introduce legislation at Harrisburg providing a department of mercantile affairs, in the hands of practical men, and an appropriation be provided for free lectures, printed matter and text books on salesmanship and store management, to the end that the high cost of living may be reduced.

Referred to the Committee on Resolutions.

9.—Resolved, That the State Retail Merchants' Association, now in convention at Philadelphia, does hereby endorse the work of E. C. Thompson, representative of the "General Store," Pittsburg, in the matter of introducing bills in the State Legislature in the interest of the retail merchant.

Carried.

10.—Resolution approving the passage of the Stevens Bill was approved by the Committee on Resolutions and carried.

11.—Whereas, C. W. Summerfield, Secretary of the Merchants' and Manufacturers' Association, has been unflinching in his efforts to make this convention a success, be it resolved that thanks be extended to him.

Carried.

12.—Resolution in appreciation for efforts of the Philadelphia and Frankford Associations to make the convention a success.

Carried.

13.—Appreciation to the management and employees of the Adelphia Hotel.

Carried.

14.—Thanks extended to manufacturers and jobbers for substantial assistance for the pleasure of the convention delegates and visitors.

15.—Thanks extended to the local press for courtesies.

Mr. Bryant's talk on "When You Buy, Buy at Home," was received with much applause all through the talk, and upon conclusion, a rising vote of thanks was tendered him. This will be published in a future issue.

The Auditing Committee reported the state Association accounts correct. Signed by W. C. K. Fisher, C. J. First and W. K. Cuddy.

The Committee on Elections report the following ballots cast for president, D. O'Neill, 98 votes.

Vice-president: J. W. Kendall, 61, for first vice-president; W. H. Shaffer, 47, for second vice-president; T. Landsberg, 43, for third vice-president; J. A. Edgar, 38, for fourth vice-president; Evans, 28; D. E. Durbin, 35; S. A. Emens, 24; E. L. Crane, 34; J. W. Hoff, 36.

Secretary, A. M. Howes, 98 votes. Treasurer, W. H. Nelson, 95 votes. Executive Committee: Dr. C. H. Bosworth, 55 votes; J. W. Gilds, 54 votes; R. Latshaw, 53 votes; C. J. Pohl, 26 votes.

The first two named are elected on the Executive Committee.

Convention city: Meadville, 90 votes; Sharon, 10 votes.

At this time Mr. Kale, of Sharon, moved that the selection of Meadville be unanimous. The motion was seconded and carried.

Mrs. M. H. Longwell, of Meadville, is presented with 19 gorgeous American Beauty roses in congratulation for her work in the Meadville Association, of which she is the secretary.

Mr. Loeb, of Punxsutawney, suggested that the convention be held in August next year, as that was a more convenient time for the merchant to give his business. Mr. Lydell also favored this change, but Mrs. Longwell intimated that the Meadville Business Men's Association could better conduct the convention in September. Mr. Howes said that the most convenient time for the city in which the convention was to be held was the customary consideration.

Questions from the Question Box were then taken up, as follows:—

Would it not be a good idea for the secretaries of the different associations to make cases where a delinquent moved from one town to another, to notify the secretary of the town to which he goes as to his indebtedness?



ADVERTISED

The reputation of **Borden's Milks**, and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants*. We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands**, whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure**.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Mr. Howes.—That is done to some extent.

When the net weight law is enforced will the grocer be required to make the package in which he places such things as 14 pk. potatoes, half pound lard, etc.?

C. J. First, Oil City.—My interpretation is that you are not expected to do this with any package you put up yourself.

Why should not a grocer be exonerated from a poor tax?

Laughs, but no action.

Why not teach our members to sell for cash instead of how to get a percentage of bad accounts?

Some little applause, but no action.

Mr. O'Neill laughingly called on Mr. Lydell, who arise to say that Mr. O'Neill's having asked him the previous evening for an explanation of the above plan showed that there were lots of things every merchant has to learn. This led him to speak again of the resolution regarding an appropriation of \$100,000 by the State for the education of the merchant. He said that the State would be benefited by this expenditure, inasmuch as a better merchant makes a better citizen, etc.

Mr. Simpson said that the resolution was all right without the reference to the high cost of living, which seemed to put the association in the position of admitting that they are the cause of the high cost of living.

Mr. Clemens, of Greensburg, said that it was not becoming for the merchant to appeal to the State to teach him how to run his business.

Mr. Curran also said that such a resolution would point them out as a body of admitted incompetents.

Mr. Durbin, of Pittsburg, said that since the State educated the farmer's boy through agricultural schools, etc., it should also educate the business man's son; that the fact that 122 delegates only were present at this convention demonstrated that out of the 7,000 of 100,000 merchants in Pennsylvania, there were many who needed education to show them how to conduct their business.

Mr. Landsberg, of Erie, was strongly in favor of the resolution, stating that the incompetency of grammar school and even high school graduates in mercantile matters was appalling, and that they needed lectures and instruction to fit them to take the places of their fathers.

Mr. Smedley was opposed to it, on the ground that the association was the place for the education of the merchant. He mentioned the free literature and lectures given by the University of Pennsylvania upon application; of the same service by the University of Wisconsin and of the "Modern Merchant and Grocery World," which contained several weeks ago an article on Harvard's system of bookkeeping for the retail merchant.

Mr. Smith, of New Castle, favored it, as the storekeeper is sadly in need of education. He repeated his opinion that a man should be compelled to pass an examination in order to enter business.

Mr. Lydell asked that the resolution

be read after the elimination of the reference to the high cost of living.

This was done and the question put before the convention for acceptance. It was lost, however.

The convention being open for anybody to speak who desired, several suggestions were presented. Mr. Slaughter recommended the old practice of having the delegates give their reports upon the floor for the benefit of neighboring associations.

Mr. Landsberg said that a delegate was not honoring the association that sends him when he absents himself from the sessions.

The Committee on Resolutions reported unfavorably on the resolution, that all cities or towns refusing to give information to another town in regard to the delinquent shall have their names published in the "Pennsylvania Merchant."

The committee said it strongly favors the mutual interchange of information between merchants of different towns, but does not favor attaching a penalty.

16.—Resolved, That we start a political campaign for the purpose of electing one of our members as Representative in the Legislature and Congress.

(Reported unfavorably. Committee's decision accepted.)

Mr. Smedley reported the winners in the Pennsylvania Plan and congratulated each one as Mr. Wessels handed over the prizes in gold.

The list follows:—

| | Points |
|---------------------------------------|--------|
| FIRST PRIZE. | |
| \$500, Lock Haven | 4,096 |
| SECOND PRIZE. | |
| \$350, Pittsburg Grocers' Assn. | 3,640 |
| \$250, Scranton Bus. Men's Assn. | 2,420 |
| \$150, Pittston | 1,210 |
| \$100, Pottsville | 1,128 |
| \$100, Butler | 1,125 |
| \$100, New Castle | 888 |
| \$100, Frankford | 834 |
| \$100, Erie Bus. Men's Exchange. | 773 |
| \$75, Erie Grocers | 740 |
| \$75, Tarentum | 731 |
| \$75, Carbondale | 561 |
| \$75, Philadelphia Grocers | 369 |
| \$50, Titusville | 365 |
| \$50, Warren | 337 |
| \$50, DuBois | 259 |
| \$25, Lebanon | 250 |
| \$25, Sunbury | 236 |
| \$25, Meadville | 187 |
| \$25, Mt. Carmel | 106 |

The remaining \$200 was distributed among the organizers, as follows: E. O. Spotts, Tarentum, \$108.80; I. L. Smith, New Castle, \$43.50; A. A. Wood, Butler, \$33.05; A. L. Eckert, Pottsville, \$14.65.

After the prizes were distributed, Mr. C. M. Wessels told about the launching

of the Pennsylvania Plan, how he, along with Mr. Smedley, went to a number of manufacturers, saying to them: "I think the retailers are ungrateful. I know better. If you will do some substantial thing for the retailer he will show his appreciation and gratitude."

"A number of manufacturers took the word for it and entered the Pennsylvania Plan. Last year they didn't have a very long run for their money, because we had to hand out money to some associations that had not done anything to earn it."

"We asked the manufacturers for a little time and they were game enough to grant it."

"The plan is right, because the manufacturer whose employee you merchandise are, should do something to increase your efficiency, and it is up to you to stand by the manufacturers who do something for you, and push their goods. Their competitor may have just as good products, not better, however, but what are they doing for you?"

"When I say I want you to buy from Smedley and me for another year is because I've got to show these Pennsylvania Plan manufacturers something and that is my apology for introducing my advertising business in the convention at this time."

Mr. Wessels then briefly mentioned each product to be pushed in the Pennsylvania Plan, calling attention to Franklin Carton Sugar, more sanitary than loose sugars; Borden's Condensed Milk, Wrigley's Spearmint, Stollwerck Chocolate, Chas. W. Young's Soft Corn Products Refining Co.'s Star Red Seal Lye, Sauer's Extracts, Thompson's Soup Flour (something which makes soup in 20 minutes simply by addition of hot water), Tetley's Tea, Miller & England's Fixtures, L. Parke's Teas.

During Mr. Smedley's preliminary talk to the distribution of prizes, Mr. Wessels had gathered many of the manufacturers' representatives and ushered them to the front to say a word of greeting to the assembly. The following spoke: Mr. Miley, of the P. C. Tomson Co.; Mr. Toboldt Sauer, of F. Sauer & Co.; Mr. White, Franklin Sugar; Mr. Thompson, of Thompson Milling Co.; Mr. Lessig, of Tetley & Co.

Mr. Wessels asked the merchants to give especial courtesy to salesmen coming on them and wearing the Pennsylvania Plan button.

The convention adjourned after J. Denny O'Neill, president, had tendered thanks to the convention for attendance, courtesy, attention to speakers, etc.

A new and decidedly interesting feature of the convention was an exhibit of the products of well-known manufacturers who are affiliated with the Pennsylvania plan. The following manufacturers had displays: Borden's Condensed Milk Co., Franklin Sugar Refining Co., Corn Products Co., Sauer & Co., Stollwerck & Co., Pottum Cereal Co., L. H. Parke & Co., P. C. Tomson, C. W. Young, Thompson Milling Co. and Tetley & Co. Loose Wiles & Co.

Government Indicts Thirty-one Washington Dealers For Conspiracy to Fix Prices

First Practical Result of Government Investigation Into High Food Prices. Men Accused of Joining Agreement Not to Compete, Which Was Carried Out By Circulation of Price List.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

Sept. 11, 1914.

The first practical result of the investigation which is being made by Government officials into high food prices all over the country developed here last week when thirty-one dealers in various food products were indicted by a Federal Grand Jury. The charge is violation of the Sherman Trust Law by fixing prices and interfering with competition.

All the indicted men are local produce dealers or commission merchants. No nationally known firm was indicted.

At the Department of Justice it was said Government agents working in many States for evidence of price-fixing were expected to make reports soon, which officials hoped would be the basis of other indictments.

Attorney-General Gregory said that whenever convictions could be obtained the Government would insist upon sentences of imprisonment,

no fine or civil remedy being deemed adequate. United States Attorneys everywhere are being instructed promptly to ask for indictments whenever the facts will permit to push these to early trial, and, upon convictions, to insist upon prison sentences. It must, of course, be remembered that, outside the District of Columbia, only those agreements and combinations which affect directly interstate or foreign commerce can be reached. Inside the District of Columbia local combinations can also be reached, this being United States territory.

The men indicted are charged with having fixed prices every day by "ballots," "suggestions" or verbal agreement and to have circulated price lists which completely eliminated a competitive market for food. The penalty on conviction is a year's imprisonment or a \$5,000 fine or both.

Bench warrants were issued for all the indicted men and bail was given for their appearance.

HOLT.

The Grocery Markets

Tea.

The tea market is about unchanged the week. The demand is active, no holder appears to be making concessions. Shipping conditions opening, especially on the Pacific, the most tea is coming now, though means additional freight charges $\frac{3}{4}$ cent. London exchange is also falling somewhat. Prices show no change for the week. High grade teas not materially higher than before war, but low grades still hold some of the war advance.

Coffee.

Ordinary grades of Rio and Santos coffee are easy and the demand is very active. The week shows a further fractional decline. On the other hand, the better grades of Santos are commanding a premium, because of scarcity. Some coffee is coming out of Brazil and the situation is gradually righting itself, being aided by the very small demand. Buyers of most grades are buying out except for actual wants. Old coffees are easier by a fraction of a cent and dull. Mocha and Java are both firm, the former having strengthened a trifle during the week.

Sugar.

The sugar situation has grown firmer during the week. Raws have advanced a fraction of a cent, and granulated is averaging $7\frac{1}{4}$ cent. The demand is good. The sugar situation is just as firm as it was, and the chief factor is still the demand from England.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is unchanged, and in some light demand, on account of the cool weather of the past week. Sugar syrup is firm at the recently reported advance, but without further change for the week. Molasses dull at ruling prices.

Fish.

No important change has occurred in fish. Norway mackerel are still scarce and very firm; Irish about unchanged; haddocks relatively scarce and high. Cod, haddock and haddock unchanged, in prospective small supply and firm. Domestic sardines unchanged but firm. French and Portuguese very scarce and very high; some Norwegians coming and selling readily at comparatively small advance. New pack salmon has been taken readily at the opening prices, which as stated last week were much higher than a year ago.

Canned Goods.

Tomatoes, which weakened very decidedly last week, have strengthened since the last report, and are probably $\frac{1}{2}$ cents higher. The market is at least $77\frac{1}{2}$ cents in a large way f. o. b., with prospects of higher prices if the weather stays cool. If it grows warm and favorable, as is probable, the situation may ease off. Corn is still firm and high, with light demand. Peas dull at ruling prices. Old New York State apples, which reached \$3.60 in a large way before they were exhausted, are now gone and new apples are cheaper because of the large crop. From \$2.15 to \$2.25 is quoted. California canned goods are unchanged and dull from first hands, small Eastern staple canned goods are unchanged and quiet.

Dried Fruits.

Prunes are unchanged, but firm, meaning especially futures. Spot prunes are neglected and dull. Apricots and peaches are both unchanged and quiet. Seedless raisins have sold very well at the opening prices, and as seeded prices have not yet been made, the raisin business is for the moment dull. Currants are still very high, and the situation does not clear as was expected. Other dried fruits quiet and unchanged, but with prices well sustained, as all are imported.

Beans and Peas.

Domestic pea beans are unchanged on last week's basis; domestic marrows also unchanged on a relatively much higher basis than pea beans. California limas on spot can be bought from some holders at $7\frac{3}{4}$ cents in a large way, against a former price of 9 cents, and sales have actually been made at that figure during the week. Green and Scotch peas unchanged and firm.

Butter.

The butter market is active with a good consumptive demand, which is absorbing the receipts on arrival. All grades are scarcer, and an advance of 1 cent per pound seems probable at these words are being written. The consumptive demand for butter is better than usual for the season, and the quality arriving is fully up to standard. The market is about 1 cent above last year.

Eggs.

The egg market is firm and unchanged, with a good consumptive demand. The quality arriving is good and the market is healthy. No immediate change seems in sight. The market is 1 to 2 cents above a year ago.

Cheese.

The cheese market is steady and unchanged, with a seasonable consumptive demand. The make is about normal for the season and the market is steady.

Provisions.

All cuts of smoked meats are steady and unchanged, with the demand not quite so active as it was a week or two ago. Pure and compound lard are firm with an active demand and unchanged prices. Barreled pork, canned meats and dried beef are all unchanged, and show a fair demand.

INDIVIDUAL MARKET REPORTS.

Salmon.

The general opening prices on canned salmon, season 1914, are as follows:—

| | No. 1 Tails | No. 1 Flats | No. 1/2 Flats |
|------------------------------|----------------|----------------|------------------|
| Sockeyes | \$1.95 | \$2.20 | \$1.35 |
| Red Alaska | 1.45 | 1.80 | |
| Medium Red Alaska | 1.15 | 1.40 | .85 |
| Pinks | .90 | | |
| Chums | .85 | | |
| Alaska Kings (Chinook Grade) | 1.40 | | |
| Red Springs (Chinook Grade) | 1.40 | 1.60 | 1.00 |
| Red Cohoes | 1.20 | 1.35 | .85 |
| Gray's Harbor Chinooks | 1.30 | 1.40 | .90 |
| Gray's Harbor Cohoes | 1.15 | 1.25 | .85 |
| Gray's Harbor Chums | .85 | | .65 |
| Gray's Harbor Pinks | .90 | | .70 |

As to the quantities to be delivered on contracts, it is impossible to tell until acceptance of opening prices are all in, and especially is it impossible to tell anything about chums, as these are only beginning to be packed. In a general way it is known that the packs will be about as follows:—

Pinks.—The general report is that the pack is 50 to 60 per cent of the amount prepared for. Cannermen expect to fill their cans with chums, medium reds and Cohoes.

Medium Reds and Cohoes.—These are packed generally in September and October. As generally expected a full delivery will be made, as sales have been conservative.

Red Alaskas.—Packers expect to make full deliveries on contracts and there is a strong possibility of the opening prices of \$1.45 being advanced to \$1.50. The few flats available will probably be held at \$1.80 and the halves about \$1.15.

Sockeyes—Pack is very small.

PHILIP J. BRADY.

Seattle, Wash.

Evaporated Apples, Etc.

The evaporated apple market is in a rut here, there not being enough trading to establish market values. Some evaporators are now starting up, and a few sales have been made of ton lots at $4\frac{1}{2}$ to 5 cents, in bags, but the demand is very limited.

Good stock, for late shipment, is quotable at $5\frac{3}{4}$ to 6 cents, in bags, for prime, with strictly choice held at $\frac{1}{2}$ cent per pound higher.

There is no speculative trading whatever, and no new business is coming from Europe.

C. C. HALL.

Rochester, N. Y.

Written for the "Modern Merchant and Grocery World."

National President Connolly Appeals for One Dollar from Each Grocer to Help Fight Trading Stamp Case in United States Supreme Court.

Washington State Decision Upholding \$6,000 Annual Tax on Trading Stamp Distributors is to be Appealed to United States Supreme Court by Trading Stamp Companies. National Retail Grocers' Association Wants \$1,000 to Help Fight For it

The attorneys for the Washington State Association have just informed the officers of that association that it will be necessary to raise one thousand dollars to carry the trading stamp decision to the Supreme Court of the United States.

There is hardly a retailer in the United States, no matter what his vocation, who would not be willing to have this case carried up to the Supreme Court for a final decision.

Therefore in accordance with sentiment expressed at our National convention, I, Frank B. Connolly, president of the National Association of Retail Grocers of the United States, do make an appeal in the name of the association for \$1, voluntary, individual or association membership, contributions to be sent to the secretary, John A. Green, 415 American Trust Building, Cleveland, Ohio.

Inasmuch as all retailers, whether members of the organization or not, are to be benefited by this decision let us hope that every one will respond to this call and that this money reach the National officers within the next fourteen days.

F. B. CONNOLLY.

San Francisco, Cal.,

September 8, 1914.

NOTE.—The Washington decision referred to was the only court decision that ever injured the trading stamp scheme in the slightest degree. It upheld the validity of a tax of \$6,000 upon all distributors of trading stamps. Of course such a tax is prohibitory and would destroy the trading stamp scheme absolutely.—Ed.

AMONG THE TRADE.

A. Linton, a wholesale grocer at 519 South Second street, Philadelphia, was arrested during the week by the Bureau of Weights and Measures, charged with selling a barrel of short weight sugar. The barrel was 27 pounds short of the marked weight.

No Federal prosecutions will be instituted in Philadelphia at present as a result of the Government's investigation to learn if dealers in foodstuffs took advantage of the European war to boost prices. As



Those who know the delicious uses of

MAPLEINE

will thank you for supplying them

ORDER FROM

Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

far as Philadelphia is concerned, the Federal investigation has proved a failure. The investigators were unable to obtain sufficient evidence to warrant any prosecutions. The investigation, however, is to be continued. Special Investigator Williamson, who was sent here by the Attorney-General, has returned to Washington, but local agents of the Department of Justice have taken up the work where he left off.

William R. Parke, 43 years old, manager of L. H. Parke & Co., died Wednesday at his home, No. 4642 Greene street, Germantown. He is survived by his widow, son and daughter. He was leader of

the choir of the Wayne Avenue Baptist Church and a member of the Masonic fraternity. The funeral occurred Saturday.

Coffee Week Advertising Matter Out and Ready to Ship.

The advertising material to be used in connection with National Coffee Week, October 19th-24th, has been finished and is now being shipped out. It consists of the booklet on "From Tree to Cup with Coffee," advance poster, window trim, slogan cards (four) and pennants (two).

Nearly 6,000,000 pieces of this advertising matter will have been circulated, in addition to the publicity given through the medium of a number of well-known trade journals in the interest of the National Coffee Roasters' Association's first Coffee Week.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Don't Talk High Prices.—Prices aren't high. The only domestic article that is high is sugar. Talk low prices instead of high prices. The big thing that you are handling now is peaches. A year ago you got \$1.35 for a 16-quart basket that you are selling to-day for 90 cents. That lone offsets the preserving cost—and more.

Take a cheerful view of this thing and don't give in to the unofficial clamor of the public who get their scare from the newspapers that glory in pot boiling.

Speaking of imported things, the following is an illustration of the foolishness of enlarging upon advanced prices. A customer ordered a pound of Jordan almonds. The salesman immediately informed her that they had advanced from 60 to 80 cents, "on account of the war." He simply displayed the poorest kind of judgment. That 20 cents naturally stuck out like 20 times 20, and the sale was lost.

This rich woman had almonds and other expensive things on her list and the probability is that she later regretted ordering them because of the bad taste of the salesman, which meant to her only a matter of 20 cents. Such is the effect of out of order suggestion.

"Do It Yet."—The writer noticed the above printed and framed in the office of a local manufacturer the other day. "Do It Now" is good, but I thought "Do It Yet" is better.

Never fail to "Do It Yet."

One of the troublesome things in mercantile life is the failure to have instructions carried out to the letter.

The man who is valuable is the man who can "carry a letter to Garcia," but

the beginning of such letter carrying is in small things.

When your superior asks you to do a thing—do it. It will be a trifle at first, but the fact of your doing it the way he says without any question, without any shirking or grumbling or self-excusing will only be one of the steps to the carrying out of bigger orders.

Don't say "I can't," don't ask him how it can be done (ask somebody else if you don't know), but go right ahead and finish the thing.

Believe me, gentlemen, as a manager of men there is no one quality that appeals so strongly as this quality of "Do It Yet."

You can hardly realize the value that an employer places on this kind of chap—the chap that gets there and delivers the goods—*murmurless*.

Smiles.—The man that asks you to "keep smiling" never spent much of his early life back of a grocery counter, nor back of any counter, for that matter.

Smiles aren't smirks.

Real smiles come from inside.

The mind is the smiler. It's a fine thing to train this marvelous thing smile-ward.

The training is simple and God-given.

Look up!

Do you think it's easier to find evil than good?

No, it isn't. Finding good is twice as easy when you get the habit and it's more than twice as interesting.

Beautiful thing is a smiling mentality, useful beyond measure is it when it works all unconsciously into your business.

Dry Goods—Notions—Knit Wear

Merchants Not Unduly Disturbed.

Efforts to disturb, if not stampede, merchants into the belief that the condition of markets supplying their needs is on the verge of caving in do not seem to have had any marked effect. Goods of all kinds are in generous supply, excepting those of foreign manufacture, and the tendency is to take things as they come along. Reports, mostly of newspaper origin only, have been published going on to show that owing to this or that factor, more or less important, goods are either scarce or unusually high. The contrary is the truth. Merchants who have been "scared stiff" by salesmen or lurid reports, and consequently were persuaded to buy on a liberal basis, have since become satisfied the alarm had no foundation in fact.

The result is that orders are not forthcoming so frequently from general storekeepers, especially in fine and fancy cotton goods. They are buying in limited quantities only. Credits are being examined closely, and unless merchants have an established reputation and a clear record, distributors have been forced into extremely conservative positions when it comes to filling a good-sized order for general merchandise.

Full Fashioned Hosiery a Domestic Product Only.

American manufacturers of hosiery are now having things pretty much their own way with all foreign competition eliminated. The hosiery line is therefore one of the most active, and a large and increasing business is being accomplished, merchants no longer stopping to play one concern against the other, in jobbers' style; but are asking for an anticipation of deliveries so as to be on the safe side. Playing back and forth to secure even the most minute financial advantage has been a game long in vogue in the dry goods field, where sources of supply are being curtailed, as now it is to get the goods.

Importers of German hosiery, with their supply cut off, in order to hold their trade against another day, are buying what they obtain from domestic manufacturers. The latter are not disposed to favor this class of customers, and properly, first taking care of their regular purchasers among merchants. Buyers who have figured on large importations from abroad are now looking to American mills, and their orders are on a large scale. Despite the suggestion for restricting orders not further than January 1st, as resolved upon recently in Philadelphia, as reported in last week's "Modern Merchant and Grocery-World," the proposal is being disregarded. The current condition in full fashioned hosiery applies wholly to the mercerized cotton lines and specialties like infants' socks, silks, as explained before in this department, having had

no competition from foreign producers. In the seamless lines—also domestic—new developments have occurred.

Reduced Quotations For Spring Silks.

According to reliable reports the broad silk manufacturers have finally decided on their prices for next spring, and the road salesmen will soon be out with staple numbers, such as messalines. There is an important reduction in prices, based, it appears, largely on the idea that raw silk is later going to cost manufacturers less money. On messalines it was reported last week that some manufacturers have named prices for spring about 5 per cent. below those originally made for this fall. Considering that some manufacturers raised prices later this season, the reduction for spring would be greater than 5 per cent. For the remainder of this year full prices will be insisted upon.

Woolen and Worsted Lines in Demand.

Advances of 5 cents each have been made on two leading domestic broadcloths. One quality that was opened at \$1.40 is now \$1.50; another opening at \$1.05 is now \$1.15, and a third leader that was \$1.17½ is now \$1.27½. Of course these are primary market figures. There will be a heavy consumption of broadcloth for next spring. Later another advance of 5 cents a yard is anticipated on these goods. The demand for the cheaper grade of broadcloths for suitings has not developed in a large way yet. The only kind of cheap broadcloths selling at present are 10 and 11-ounce goods that are used for coatings. Practically the entire production of worsted warp domestic broadcloths is under engagement for the remainder of the fall season. In other words, there will be a pronounced shortage, as a number of mills have been sold up.

The demand for domestic woolen and worsted dress goods continues to improve, which is accounted for by the absence of foreign merchandise, and no great hope of an additional supply for some time ahead. Prices have been advanced on many qualities, and merchants who have not already covered themselves will be narrowed in their choice of lines. An interesting demand at present is the call for stock goods. Retailers have not yet moved many fall fabrics, but there are no signs in evidence that the sales will be up to, if not beyond, the average record over the counter.

Linens High and Conditions Extraordinary.

The conditions that surround the linen industry at the present time are so extraordinary that orders for next spring's deliveries are not being solicited by the

leading importers. About next week, perhaps, a change may be expected. No linens are made in this country, even American flax being unsuitable for the purpose. Russia supplies most of this material, which is sent to Germany to be processed into partly finished goods, the complete finish and artistic handling being done in Ireland and Scotland. So long as the ocean lanes on the Atlantic are kept open it is possible more or less stock will reach this side.

No prices can be quoted for goods for late delivery because of the high rate of exchange, freight rates and war risk insurance, so that linens are actually landed before prices are quoted. The demand, however, is strong, especially for white and brown dress linens. It is becoming quite certain that the conditions in the linen market are not being exaggerated. Merchants having low stocks of this merchandise would do well to watch reports closely and act quickly.

Black Favored as Never Before in Fifty Years. Short Supply in Wool Dress Goods.

Advices sent out by prominent wholesalers convey the information that buying on the part of merchants has in no wise diminished. As the real condition of the market is ascertained, the call for certain lines becomes more insistent. Along these lines Marshall Field & Co., Chicago, say: "The present heavy market buying is due to the fact that retailers have been operating on as low stocks as possible, and are now preparing to take care of the excellent fall business which will result from the good prices farmers are receiving for their crops. Additional stimulus has been given to the business during the past month by the efforts of buyers to take care of their requirements of imported merchandise, the supply of which will soon be restricted or exhausted. Laces and gingham are being shown for spring delivery and merchants are not hesitating to anticipate their usual requirements in these lines."

The Rice-Stix Dry Goods Co., St. Louis, in their current weekly review, comment as follows: "In wool dress goods indications now point to a short supply in first hands. This is shown by numerous inquiries from a broad territory. Many New York manufacturers of ready-to-wear garments are now scouring the Western market to locate quantities of desirable fabrics. The effect of large mills having either withdrawn their products from sale or advanced the price is beginning to be felt in the nature of the healthy and spirited purchases by the retailer of this class of merchandise. Many merchants who did not supply their wants early have bought more freely than in former years. Prospects in this line are good because few retailers have large stocks, and the consumer's demand for yardage fabrics seems to be on the increase. The next two or three weeks should find all jobbers entirely sold out of French and German novelties. In ladies' wear for fall the redingote suit will be very popular. Materials used are first broadcloths, gabardines, poplins and Government serges. Colors are black, navy,

plum, green and tete de negre brown. At this time separate dresses are quite popular in basque and semi-basque effects; materials are satin duchess, silk crepes and silk poplins. With the foreign source of supply cut off there has sprung up a decided demand for ladies' kid gloves."

Reviewing the market, the John V. Farwell Co., in their weekly letter to the trade, remark: "Sales in wool dress goods show very heavy increase during the past two weeks—especially sales of black dress goods. Present styles, European war and dye situation favor black as never before in the past 50 years. Unusually fine advance business for spring in gingham is noted. Two leading cotton goods mills withdrew all plain colors from line this week on account of the quantity of dye necessary to produce them. Holiday buying this season is from 30 to 90 days earlier than in previous years, and many lines are rapidly being depleted. Merchants everywhere have realized the importance of protecting their stock so as to be able to take care of their customers when the holiday demand appears.

"September 1st shipment of kid gloves and imported fabric gloves were unusually large. Advices from the other side state that glove manufacturers and male employees have all gone to war. The glove situation is tense. On account of scarcity of dyestuff there is a brisk demand for portieres and tapestry in piece goods. Some of the mills have already advanced their prices."

Expected Cut in Price of Cotton Underwear.

Current reports lean strongly to the belief that a reduction in the price of heavyweight cotton underwear is imminent. Jobbers have been clamoring to the mills for a reduction on account of the scale in the price of the raw material, cotton now selling lower than it has for years. Inquiries are being received as to whether lower prices on cotton underwear of all kinds are to be made on next spring's deliveries. Many orders have been cancelled, the cancelling habit being most strongly developed in the South, and the mills are meeting it with an effective resistance. Jobbers contend they can get all the merchandise they want at lower than current quoted prices, and merchants are also assuming the same attitude.

Basic Reason Why the General Merchant is Buying Ultra-conservatively.

Many and divers reasons have been given why merchants—especially of the minor grade—are buying so conservatively. Changing fashions in dress goods and material is a favorite excuse, as the retailer was exercising wisdom in not loading up with a probable stock of unsalable goods. Another is holding out for better prices, etc., to a half dozen or even more along other or similar lines. The real milk in the cocoanut is now ascribed to still another and a different source. It is authoritatively stated that the hand-to-mouth policy of ordering has become

a settled habit because jobbers and manufacturers who sell direct to retailers, as a rule, prefer to have their customers refrain from buying more than they can sell in a reasonable time.

Jobbers are confronted with new conditions. They are unable to sell commercial paper as freely as usual, and for this reason they are being forced to pay their bills, and narrow their trade to a cash basis, or to a basis more nearly governed by the actual capital in the business. Consequently they call on the merchant to act accordingly; buying no more than he can turn over in a reasonable time and paying his bills more promptly. Under current conditions this means curtailment of buying, which means a safe and sound basis. While the general storekeeper has been getting the credit for long-headedness and shrewdness, as a fact he has been governed by necessity.

Hardware Tools Specialties

When a "Leader" Line Means Extra Profits.

Every general merchant is becoming interested in handling a line of 5, 10 and 25-cent merchandise. Wholesalers are laying in or arranging stocks of such goods en bloc, in various lines, but the hardware department seems to be the most varied, attractive and profitable. A company in New York has established a permanent exchange or exposition, which is called the "Five and Ten-Cent Exchange," and in which goods of this description will be displayed by the manufacturers. It is a novel idea, and will undoubtedly prove an institution of practical utility and convenience to the general merchant contemplating adding such a line in hardware.

A contemporary in urging merchants to make their hardware stock or annex more attractive to women shoppers, also mentions the competition of the established "5 and 10-cent stores," and in this respect a Western contemporary says:—

A good many hardware dealers complain of the competition of the 10-cent stores. This is competition which must and can be met in appealing to women customers. For this purpose hardware dealers nowadays are frequently putting in a 5, 10, 15-cent department which is given a prominent place, and in which are shown household utilities and small articles of various kinds, made to retail at low prices. Usually, a table or a series of tables are employed for this purpose, running down the center or one side of the store. On such tables the goods can be displayed, prominently price ticketed and will, in most instances, practically sell themselves.

Such a department will naturally attract the feminine trade. To be able to view the goods at close range, to look over a wide assort-

ment of stuff in which she is interested, to know the price without asking—these are things which appeal to the feminine customer. In course of time the hardware dealer's well-stocked and well-arranged 5, 10 and 15-cent department will prove just as steady a puller for his store as the regular 10-cent stores have proven. This means that not merely will the department draw trade in its own line, but it will bring customers who will purchase other things of a more expensive nature. There is nothing to prevent the hardware dealer from widening the scope of such a department to include goods up to 25 cents or even 50 cents. Here he has an advantage.

In relating his experience in connection with this merchandise, a dealer said: "About two years ago we purchased an assortment of this kind, including the goods and two six-foot tables, all complete for \$85. Some of our critics, of course, advised us that we had purchased a bunch of junk and more stuff to catch the dust and pile up as worthless trash. Nevertheless we set the tables up, displayed the goods on them neatly, using plenty of price tickets. We placed the tables where the women could not help from seeing them and looking the goods over. At the time of installing, ours was the first and only one in our little town of 500 population; and I must say it was more than surprising to see that stuff fade away. We hadn't had the goods open over two weeks until we were reordering and we are still ordering and have to watch it close so that we are not out of something all the time." This is a concrete argument, and merchants who are watching for opportunities to "lead trade" into their stores will find such an investment both profitable and judicious.

Hardware Lines Not Seriously Affected. Low Price Specialties in Ample Supply.

Hardware has not been so seriously affected by the war in Europe as other lines. With the exception of a few classes of high-grade cutlery, like razors, etc., there is not an item for which its American equivalent cannot be substituted to advantage. On seven-eighths of the goods brought to this country either price has been the controlling factor, or else the established reputation of the merchandise was so widely recognized as to place it in a class by itself irrespective of price. To be sure American goods known to be of equal grade and entirely satisfactory are on the market and can take its place, only the foreign articles occupy the unique position of seniority, which, coupled with intrinsic merit, is a difficult combination to overcome in any market.

Leading wholesalers and manufacturers are not disposed to be in the slightest degree anxious as to the outlook. On the contrary business may be said to be up to about the average for several years at this season. Building operations everywhere have been carried on in a fairly liberal manner. So much so, indeed, that retailers of hardware report excellent trade in this and regular lines. There is scarcely a town of any size but reports an active mar-

ket in builders' hardware, and the general stores of the neighborhood have improved their opportunities of looking after this business more intelligently and keeping in closer touch with carpenters, builders and contractors. The result of this special attention has been very satisfactory.

Cheap hardware, mostly of German and some of English origin, has been about absorbed; but apparently its disappearance is working no inconvenience, not to say hardship. The same merchandise may be had of a much better quality of American make, at a slight advance cost, but the difference in price is to the advantage of both buyer and seller in the long run. As to variety in items, etc., in this line one manufacturer alone informs the "Modern Merchant and Grocery World" that "these goods are manufactured in more than 700 different patterns, and that they contain some of the best sellers that are on the market to-day," set forth in a 250 page catalogue. There are others with a similar, if not as large an output, but sufficient, in every sense, of filling any void which may be alleged as due to the cutting off the foreign supply.

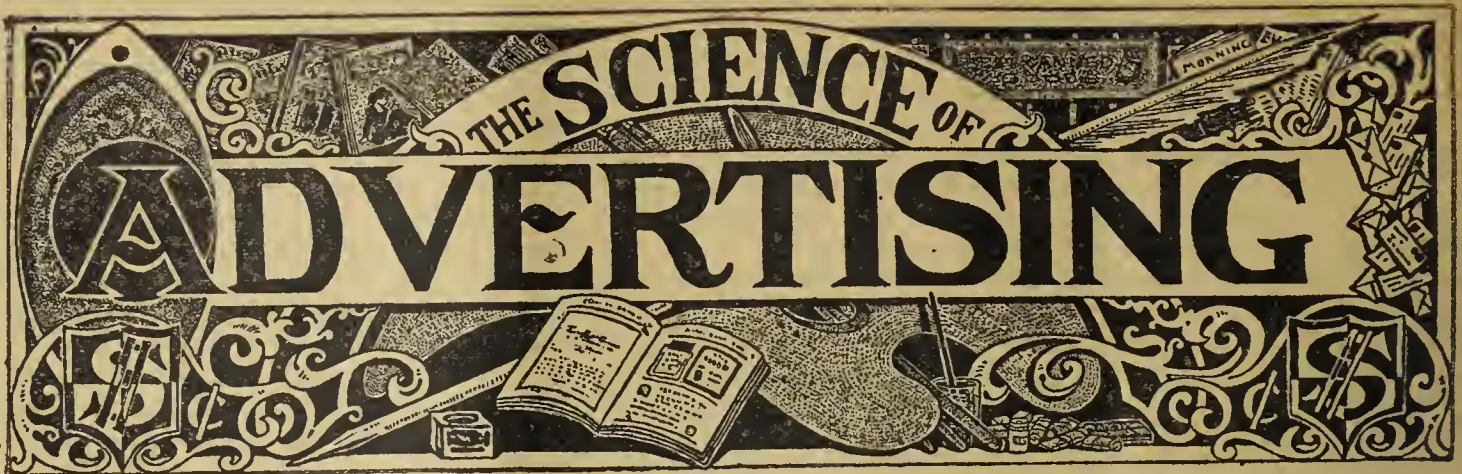
Boots Shoes Findings

Foreshadowing the New Styles.

Notwithstanding the disturbance in the material market, shoe manufacturers are going right ahead getting their lines ready for next spring and summer. Every day brings fresh reports as to what is about to happen in the matter of either price or something else, but at the same time there is no cessation in the work of designing new patterns and formulating artistic styles for women's wear. Among other models announced for spring is a five-strap, low cut, having the spool heel. It is being discussed as a shoe that will be featured as a sure good seller. The Louis heel will be confined chiefly to the higher grades. Black kid will be used more generally than for several years, while patent leather, white buck and canvas will lead as materials.

Glazed Kid and Goat Leather Shoes.

Owing to the threatened scarcity of calf, colt and side leathers, it is believed that glazed kid and goat leather are again to come into general use. The source of supply for these skins is less seriously affected by the European strife than other kinds of raw material for making shoes. No shoes made give greater comfort and service for the average person than those made from glazed kid and goat leather. It is said shoe manufacturers are equipping their traveling salesmen with a variety of samples in these lines.



Wilkesburg, Pa., September 4, 1914.
To the Editor.

Dear Sir:—Under separate cover we are mailing you a copy of the "Store News," which we have put out in newspaper form instead of the booklet which you have criticized on several occasions.

Your criticism of this would be greatly appreciated.

Yours truly,
THE KUHN CO.

The Kuhn Co. used to issue the smallest store paper that I ever saw. If I remember rightly, it was only about five inches square, and was very well prepared and printed. The trouble with it was that with such a small page you couldn't do much. The form they are using now goes to the other extreme. It is one large page, 15 x 22 inches, and was well printed on good white paper.

This is a mighty good looking piece of advertising, but according to my view of it, it is as much too large as the other was too small. The happy medium is the thing with advertising—the size that is most convenient to read and handle. I think that is especially true of advertising like this, which is not cut price advertising. With cut price advertising, by which I mean advertising that depends for its results on price talk, people will bore into it if they have to get a microscope to read it. If they think there is a bargain somewhere, you can't keep them from reading it. Size or shape or quality of printing are non-essentials. But Kuhn & Co. are not doing that kind of advertising, and they therefore have to consider the factors I have mentioned. I should make their

"Store News" not more than half the size and print it on both sides. They will save some money on their paper stock, and they will have a much more sightly and readable sheet.

From the standpoint of the text, this, I believe, is good advertising. It is very well written—illuminating, persuasive, impressive. People who read this will learn something.

CORRESPONDENCE.

A Sliding Refrigerator.

Hamburg, Pa., September 3, 1914.
To the Editor.

Dear Sir:—Would you please give us the address of a party selling curved glass to use in a sliding door of a display refrigerator?

Yours truly,
DIENER BROS.

H. F. Heacock, 51 N. Second street, Philadelphia.

Peanut Roasters.

Hazleton, Pa., September 7, 1914.
To the Editor.

Dear Sir:—I am not a subscriber, but would appreciate very much if you would furnish me with name and address of concern that sells peanut roasters.

Yours truly,
HARRY E. EROH.

S. Bartholomew, 249 S. Second street, Philadelphia.

Wanted "Coffee Week" Advertising Matter.

Coatesville, Pa., September 2, 1914.
To the Editor.

Dear Sir:—Please mail us the address of the National Coffee Roasters' Association. Is this the place to secure Coffee Week advertising material?

Yours truly,
PENNEGAR BROS.

Write Mr. F. J. Ach, president Canby Ach & Canby, Dayton, Ohio.

Stove Wanted.

Sinclairville, N. Y., September 3, 1914.
To the Editor.

Dear Sir:—We have a store about 40 x 70 feet and need a new stove—a large one that will burn coal, wood or soft coal, I think one without the coal magazine, so we can put in a big chunk of wood or a lot of coal at once. What do you recommend and where will we buy such a stove?

Yours truly,
M. H. CROFOOT & Co.

Get in touch with the Borden Stove Co., 118 N. Second street, Philadelphia.

Sept. 5
1914

Vol. II

STORE NEWS

THE KUHN COMPANY, 820 WOOD STREET, WILKESBURG, PA.

No. 7

WAR
EDITION

War Bulletin

CISCO COMPANY, NEW YORK. We have just been notified that the Cisco Company has withdrawn their salesmen as agents of the high price and... (text continues)

Cisco Imported Goods

On receipt of the above letter we want our goods of Cisco goods and... (text continues)

New Crop 1914 Canned Peas

Our first shipment of the new crop of peas has just arrived. These peas... (text continues)

TEAS

These have advanced prices and further advance are expected. We... (text continues)

FLOUR

The prices of the wheat flour for the past few days would indicate... (text continues)

For Preserving

These are the prices for the past few days would indicate... (text continues)

Godfrey Mops

We have sold the Godfrey Mop and Mop for the past two years and... (text continues)

Red Kidney Beans

Along with "Peanut" new round peas we received a lot of new round... (text continues)

Smoked Sardines

Before the great advance we bought a lot of smoked sardines... (text continues)

EDITORIAL

FLOUR

Flour has advanced about 25 cents the barrel. There seems to be... (text continues)

IMPORTED GOODS

In this "War" Edition we are giving you the latest news from... (text continues)

Other Aluminum Bargains

We have just received a shipment of aluminum... (text continues)

California Ripe Olives

This fruit is especially good for the fall and winter months... (text continues)

Japanese Crab Meat

We have just received a shipment of Japanese crab meat... (text continues)

War Bulletin

Miscellaneous Specials

These are the prices for the past few days would indicate... (text continues)

OLIVE OIL

There has been an advance in the price of olive oil and... (text continues)

Wesson Cooking Oil

These are the prices for the past few days would indicate... (text continues)

English Biscuits

These are the prices for the past few days would indicate... (text continues)

Cocoa and Chocolate

These are the prices for the past few days would indicate... (text continues)

Imported Cocoa

These are the prices for the past few days would indicate... (text continues)

SPICES

These are the prices for the past few days would indicate... (text continues)

RICE

These are the prices for the past few days would indicate... (text continues)

SUGAR

These are the prices for the past few days would indicate... (text continues)

COFFEE

These are the prices for the past few days would indicate... (text continues)

Home Made Jellies

These are the prices for the past few days would indicate... (text continues)

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde**, Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Parcel Post Free

| | |
|--|--------|
| Set of Standard Dry Measures, 1/2-pk., 1/4-pk. and qt. . . | \$0.75 |
| Butcher's Frock Coat, each | 1.50 |
| Grocer's Long Aprons, half dozen | 1.50 |
| Hanging Bag and Twine Holder | .75 |
| Swiss Cheese Slicer | 3.50 |
| Cheese Knife, 12 inches, tinned blade | .75 |

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

HERE IS YOUR QUESTION ANSWERED

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

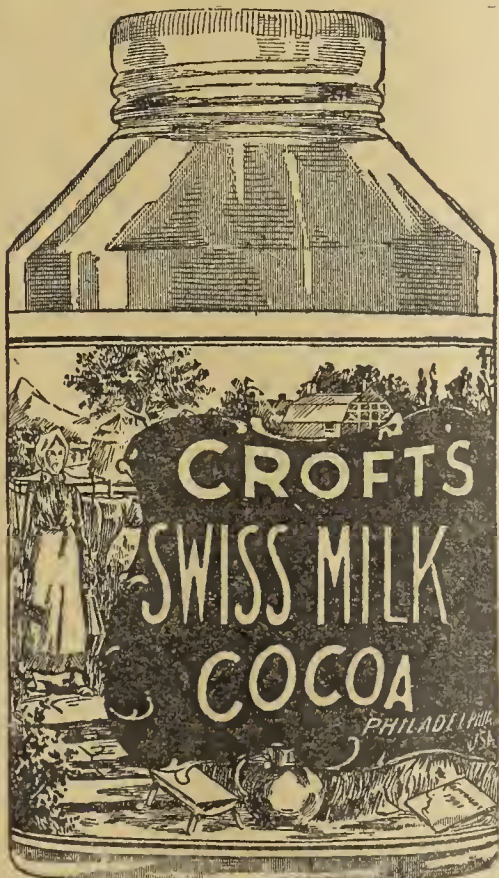
Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound

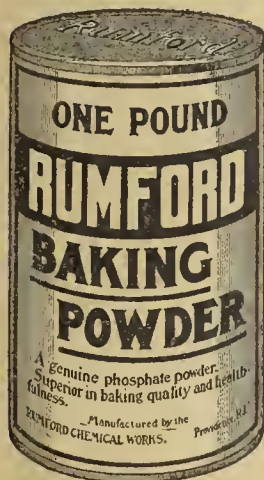
Packed in 1/2-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you. To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

BABBITT'S PURE Lye or Potash

"Keeps its strength to the greatest length"

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.



B. T. BABBITT, Inc.
NEW YORK CITY



Read This and Tell the Answer.

Say, ain't it a funny thing, the way things go? One fellow'll start in business, and be dumb, or crooked or lazy, and by gum his business'll jump from the start and he'll make all sorts of coin and be rolling in it.

Another fellow with ten times the brains and more of every plumb thing that people usually think make men get ahead, will go in, and by george he gets it in the neck after every meal and just before going to bed.

Everything goes wrong! Hard luck, hard luck morning, noon and night!

Ain't it plumb funny?

I have a customer down near Richmond, Va., that must have been born with a sharp knife in his mouth. There's nothing wrong with that man that I can see. You look at him and size him up and hear him talk and watch how he runs his store and you'll *swear* he's a good business man, straight and decent and ought to make good in everything he does.

The kind of a man you'd think God Almighty would be tickled to death to look after a little special so to speak.

He's had a couple of the toughest bumps a man in our business can have. Had 'em both since a year ago, and he lies in his bed every night now all worked up over the next one. Because he's sure he's going to get it and believes it'll get him when it comes.

The first bump was when he got arrested last February. A food inspector or something bought some cheap jelly and found it had two things in that oughtn't to have been there, I believe. One was a bad kind of dye and the other was some sort of acid, I don't remember what.

The inspector got out a warrant for him and then told the papers about it. They saw a chance at a

good roast—my friend didn't advertise—and they lit into him bad. Selling painted jelly to sick people, and all that sort of thing.

Maybe he didn't get returns from that fine, big, juicy ad! He heard from it inside of an hour and he's been hearing from it ever since. He told me that the week after that thing came out he didn't do hardly anything.

Of course he went back on the jobber who sold the goods to him, and I believe the jobber went back on the manufacturer. And the job-

ber paid my friend's fine—cost him about a hundred bones—and collected it from the manufacturer. But that didn't put any liniment on the real sore at all.

"Why didn't you write a piece for the papers, saying that you bought the stuff thinking it was all right?" I asked him, when he told me. "You could have got in all right with the public."

"I'm not built that way," he said. "What—ask a favor of the papers that had cut me like that? I guess not!"

"It wouldn't have been a favor at all," I said, "it would have been decent justice."

"I didn't look at it that way," he said.

Of course he was plumb wrong, but you can see how he felt about it.

All right, so much for that. He went ahead after that, the best he could, and was just beginning to see where his business was starting to come back, when I'll be eternally smashed if some kid didn't take sick last September and blame it on some candy he said he bought of him! *That* got in the papers too. The doctor they had on the job was also one of these gabby gents and he talked about half a column about storekeepers that sell bad candy to "our little ones." And the kid darned near died! The doctor never was decent enough to come out and say it wasn't the candy, but he said it might have been helped along by something else, and that still left my friend in wrong.

The kid's father sued for \$5,000 damages. He said the kid would never be the same again and he's

Ad-writing Contest on Ceresota Flour

¶ Anybody who knows what a good flour **Ceresota** is, ought to be able to write a convincing ad. about it. Not a polished literary production, but an *argument* which would persuade consumers that **Ceresota** is a good flour for them to try.

¶ Literary polish don't figure in this contest at all, so let nobody be afraid to enter because he thinks he has none.

¶ The prizes are worth working for:—

\$20 for the Best ad.

\$10 for the Second Best

\$ 5 for the Third Best

¶ All ads. to be adapted to a six inch, single column space, and

To be in by September 30, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 ARCH STREET, PHILADELPHIA, PA.

ot a couple of lawyers that will
make my friend wish he was dead
when they get him on the witness
stand.

Now for all I know that kid did
get his sickness from candy he
bought from that store. Chance is
he stuffed his little belly as full as
would hold and then put in some
more with a shoe horn. Maybe his
mummy just went back on him. But
I do know this—however it hap-
pened my friend wasn't any more to
be blamed than I was. He don't make
anything—he buys everything—and
I know he buys careful. If the stuff
was wrong, it was up to the man
that made it.

But there he is, just sitting up in
bed from the bump he got last Feb-
ruary, knocked on the head again
with this brick that came through
the window! Ain't it tough and
rough and tough? He don't de-
serve it, and it does eternally stag-
ger me that the fellows that get that
kind of smashes are always the
ones that don't deserve it.

I was in his store a little before
last Thanksgiving, trying to cheer
him up. He's got so he cusses a
good bit—never used to hear a
rough word from him.

"It's sure a —— of a Thanksgiv-
ing for me!" he said.

"Oh, come, old man," I said,
"brace up. Things might be a heap
worse!"

"Sure they might!" he said,
"somebody might have come in
when I was asleep and cut my ears
off. I think I'll go to church on
Thursday morning and give thanks
because nobody cut my ears off
when I was asleep!"

Bitter, you know—bitter all the
way through.

My old granny, if she was alive,
would say that this man had had in
him somewhere and all this was a
judgment. I don't see it. I'll go
until he's as square and straight as
an iron as ever lived. He's worth a
better deal. He ain't getting it in
the neck because it was coming to
him at all. He's getting it because
he's just one of those poor devils
who were born to get it.

It don't look right to me and it
never will look right.

THE STROLLER.

ELTON J. BUCKLEY

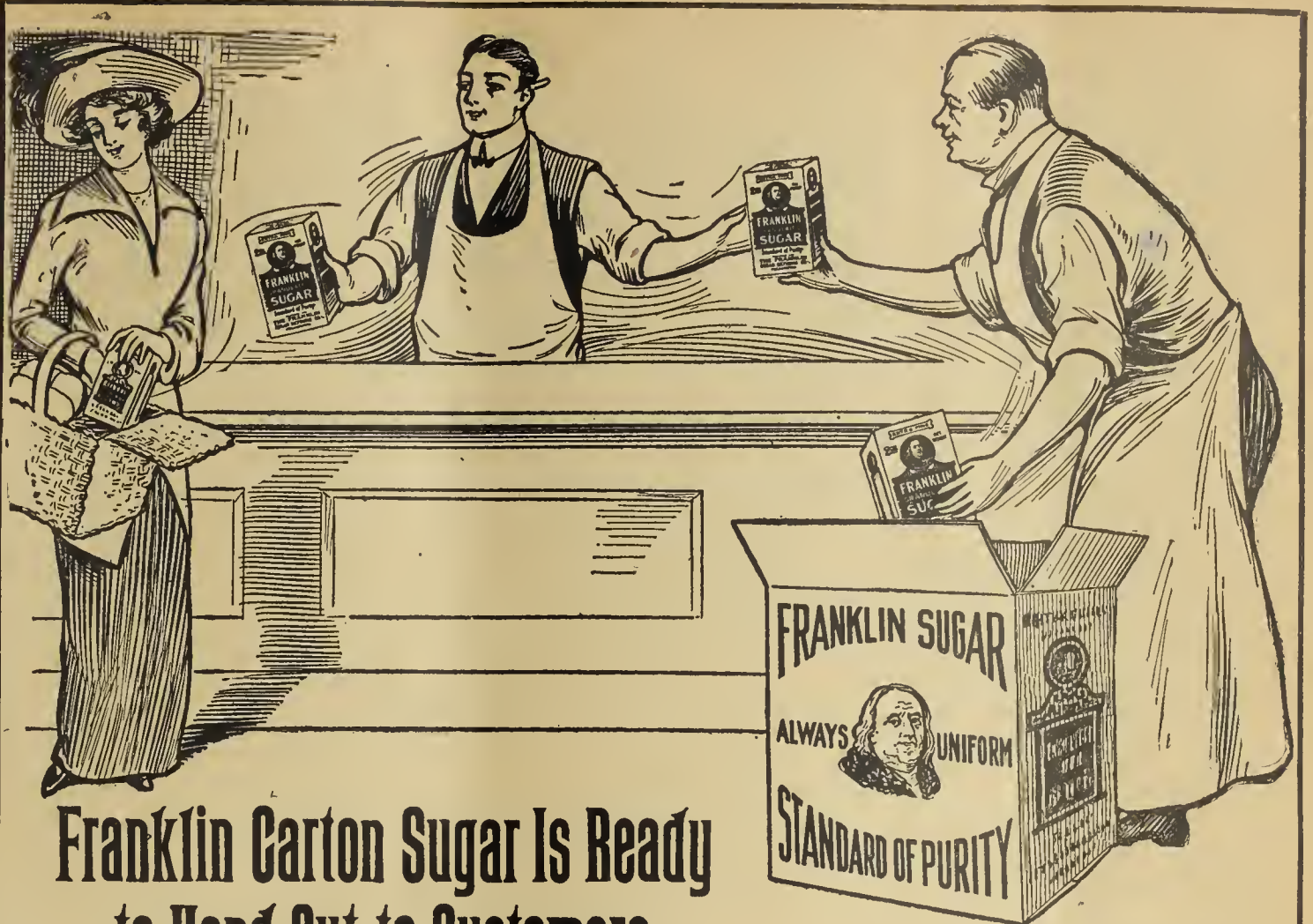
Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



Franklin Carton Sugar Is Ready to Hand Out to Customers

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy **FRANKLIN CARTON SUGAR** in the
original **CONTAINERS** of 24, 48, 60 and 120 pounds

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



CCLXXVI.—How Business Men's Fire Insurance May be Affected by Keeping Gasoline, Etc., on the Premises.

Insurance, particularly fire insurance, is a subject which probably touches more business men closely than any other. I have written more at length on various phases of the law of insurance than upon any other topic, and shall continue to do so whenever a phase of the subject arises which has not been fully covered.

I have before me now an Appeal Court's decision in a case which involves the enforcement of a clause that appears in practically every fire insurance policy now in existence in this country. All companies have uniformly used it for years. I refer to the clause making the policy void if gasoline, illuminating oil or gunpowder are kept upon the insured premises. There is a perfectly good reason for including this provision in a fire insurance policy, for obviously the man who keeps such things upon his premises increases the risk of fire, and if fire occurs by reason of them, it occurred because of his own carelessness and he should not be able to recover damages from the company.

The provision itself is unobjectionable, but almost all insurance companies attempt to enforce it in arbitrary and oppressive ways. The case before me illustrates one of these. Happily the company was defeated and the holder of the policy got his insurance money. Nevertheless the case supplies another illustration of the need I have so often urged—of knowing thoroughly the requirements of your fire insurance policy and carefully following them.

In the case referred to the insured conducted a large general store, and both stock and building were insured under a policy which contained the "gasoline, illuminating oil or gunpowder" clause. The building was completely destroyed

by fire, and the insurance company refused to pay the insurance money on the ground that the storekeeper had for a time kept gasoline upon his premises, thereby invalidating the policy under the clause which provided that the policy should be void if gasoline were kept. There ensued prolonged litigation, but in the end the Appeal Court gave the decision to the storekeeper, on the ground that while the policy did say that it should be void in case gasoline were kept upon the premises, the fairer interpretation was that the policy should merely be *suspended* while gasoline was being kept. When the storekeeper ceased to keep it on the premises—the evidence was that he had not had it as a part of his stock for two years before the fire—the policy was automatically revived, particularly as premiums were regularly paid, and at the time of the fire it was in full force. There was also ample evidence that the fire was not started by gasoline.

Obviously this is the only sane view. It would be absurd and outrageous to forfeit a policy long after gasoline ceased to be kept on the premises, and when the fire was not caused by gasoline. Nevertheless, the insurance companies have invariably contended that that was the proper interpretation of the policy, and there are quite a few cases that have upheld them in it. The decided weight of authority, however, is the other way.

This decision rested in some degree upon the fact that gasoline was a customary part of a general merchant's stock. Nevertheless the ruling would likely have been the same if it had not been, provided it was kept for some small legitimate use such as fuel for motor delivery wagons, was not stored on the premises at the time of the fire, and did not cause the fire or contribute

to it. The court on this point said:—

The policy was not absolutely forfeited by keeping the prohibited articles on the premises, even if they had not been a part of the stock of merchandise in the store, in which event another rule would apply, but the policy at most was only suspended during the time the prohibited articles were so kept, and was revived by the discontinuance of the prohibited uses and by what subsequently occurred between the contracting parties. * * * The weight of authority is to the effect that the use of an article prohibited by the printed clauses of the policy will not avoid it if the prohibited article is a customary component part of the goods insured, or is in customary use in carrying on the trade or business conducted in the insured building. * * * If the prohibited articles were employed by the assured (the storekeeper) in the conduct of a particular business, and the use of such articles is a necessary incident to the conduct of such a business, the parties will be presumed to have contracted with reference thereto, and at the time the insurance policy was issued, the company will be presumed to have had in contemplation the use of such articles by the assured (storekeeper) when it assumed the risk, and under such circumstances will be presumed to have waived the condition under which the use of such articles would render the policy void.

In this case the gasoline which was claimed to be in violation of the policy had not been kept on the premises for some time before the fire. In case gasoline was on the premises at the time of the fire, the question would be, how was it there. If as a part of a stock in trade, or for domestic use, such as cleaning, or possibly—in small quantities—as fuel for motor vehicles used regularly in connection with the business, it is probable that no court would hold the policy void, particularly if the fire came from other causes. If, however, the insurance company can show that gasoline, kerosene, or any other prohibited article was kept on the premises in a way clearly prohibited by the policy, the fact that it did not cause the fire would make no dif-

ference—the policy would still be void.

This shows the importance of the subject. Almost every business man keeps gasoline or kerosene, especially the former, about his premises to-day, in spite of a positive prohibition against it in his fire insurance policy, which in most cases has probably not been waived by the company. What a dangerous situation for men whose fire insurance is often their sole protection!

Sometimes, if a fire occurs, it is possible to slip through without avoiding the policy by invoking one of the excuses which I have been discussing. But this is always risky and many times unsuccessful. Take this as a good general rule for this and all other similar situations. Where you are doing something which even *seems to* conflict with your policy, go to the insurance company at once, explain it thoroughly and get them to give you a rider allowing you to continue what you are doing—provided they are willing you should continue. If they are unwilling, you had better know it now rather than after a fire.

(Copyright, September, 1914, by Elton J. Buckley.)

Question: * * *, Philadelphia.—Can you give us any information as to how a merchant can get judgment for small claims through magistrate without employing lawyer? I refer to claims for a few dollars which it would not pay to employ a lawyer to collect. Is this can be done by the merchant himself, it would often be done where now it is not done, and those debts go uncollected.

Answer.—I know it to be a fact that a very large number of small debts go uncollected because the debtor, though having plenty of assets, fails to pay them in the belief—which in most cases is correct—that the creditor will not bother to force him in such a small matter. All the large railroad companies and all the express companies, take advantage of this situation, and avoid the payment of thousands of dollars' worth of trifling claims such as claims for \$3 or \$4 or \$5 merely by not paying them. The only thing the creditor can do is to enter suit, and as entering suit usually requires a lawyer, the creditor lets his claim of \$5 or \$10 under go, though he could easily collect it if he would only sue.

Anybody can bring suit in cases like this, without employing a lawyer. He will have to advance some costs, but the judgment he will obtain will include these, and the debtor will have to pay them back when he pays the judgment.

In Philadelphia suits for sums under \$100 must be brought before a magistrate. The Philadelphia magistrate corresponds with a justice of the peace or alderman in other sections. Following is the list of Philadelphia magistrates and the locations of their courts:—

- No. 1.—Leslie Yates, 1400 S. Tenth street.
- No. 2.—James H. Toughill, 700 S. Broad street.
- No. 3.—Joseph Coward, S. W. corner Eighth and Passyunk avenue.
- No. 4.—Thomas W. MacFarland, 738 S. Tenth street.
- No. 5.—James A. Carey, 633 Walnut street.
- No. 6.—William Eisenbrown, 501 Cuthbert street.
- No. 7.—Wm. Haggerty, 1016 Pine street.
- No. 8.—Charles Rooney, 1510 Sansom street.
- No. 9.—John Mecleary, 23 N. Juniper street.
- No. 10.—William J. Tracy, 1331 Arch street.
- No. 11.—George K. Hogg, 533 Cal-lowhill street.
- No. 12.—William H. Belcher, 1009 Ridge avenue.
- No. 13.—William F. Beaton, 314 N. Fifteenth street.
- No. 14.—David S. Scott, 332 Girard avenue.
- No. 15.—Maxwell Stevenson, Jr., 251 E. Girard avenue.
- No. 16.—William Glenn, N. W. corner Hancock and Susquehanna avenue.
- No. 17.—Charles Emely, 2031 Frankford avenue.
- No. 18.—Joseph Call, 1128 Girard avenue.
- No. 19.—Thomas G. Morris, 2304 Ridge avenue.
- No. 20.—Byron E. Wrigley, 2700 Germantown avenue.
- No. 21.—Edwin K. Borie, 4627 Frankford avenue.
- No. 22.—Evan T. Pennock, 4 E. Cheltenham avenue.
- No. 23.—Joseph S. Boyle, 3947 Lancaster avenue.
- No. 24.—William J. Harris, 3726 Market street.
- No. 25.—Robert Carson, 546 Tasker street.
- No. 26.—James A. Briggs, 1408 Federal street.
- No. 27.—William F. Campbell, 2839 Kensington avenue.
- No. 28.—John J. Grelis, 4330 Main street.

Let us say that somebody owes you a claim of \$5. All that you need to do is to go to your nearest magistrate, and tell him you want to issue a summons against your debtor. You do not need to tell the magistrate at this time how much your claim is or anything more about it than that you want to issue summons against your debtor for debt. You will have to pay costs of from \$3 to \$5, depending on how close to the magistrate's office the debtor is—how far, in



"This Is the Cocoa to Sell"

Tell your clerks the importance of pushing the sale of STOLLWERCK'S GOLD BRAND COCOA and see that they recommend it to your customers whenever possible. You have sufficient influence with your customers to sell nine out of ten of them any brand you choose, and when you make use of their confidence in your judgment to sell them STOLLWERCK'S GOLD BRAND COCOA you are going to please them better and increase your cocoa business faster than you can by pushing any other brand.

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and because of its international reputation for superiority will add to your standing as a high-class

grocer. It has been awarded 26 Court Diplomas and 65 Medals of Supremacy in the Courts of Europe. Because it has won wherever introduced, it's the cocoa for you to win new and increased trade.

WRITE US FOR WINDOW DISPLAY MATERIALS

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



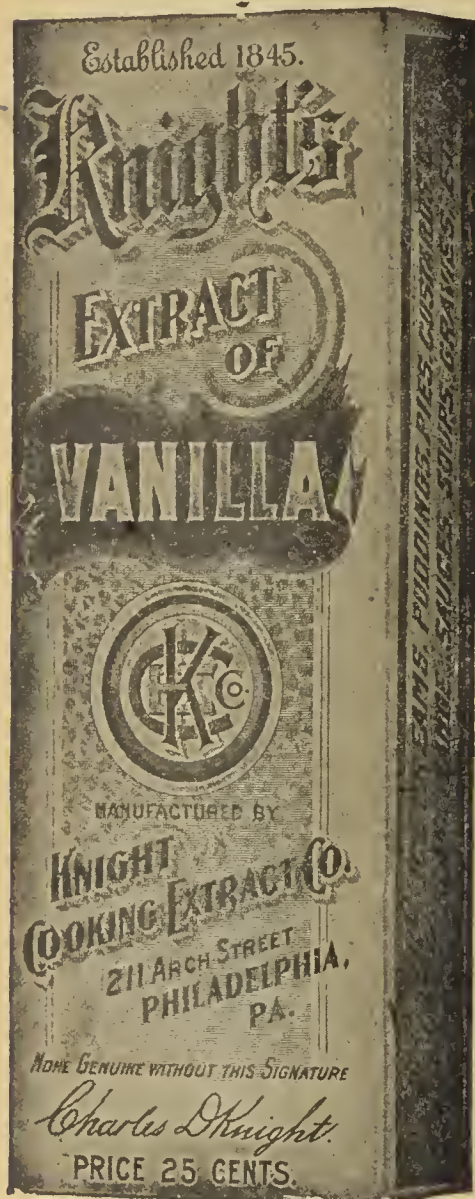
WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA is made by the original Dutch process which makes the best flavored and most digestible cocoa."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

1845

Doesn't This Date Tell
You Something?



'This is the date Knight's Cooking Extracts first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for Knight's by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT'S
Cooking Extract Co
No. 211 ARCH STREET
PHILADELPHIA, PA.

other words, the constable must travel to serve the summons upon him.

The summons will name a time when the case will be heard. When that time comes be at the magistrate's office with your books of original entry, which means a day book, not a ledger, showing the items of your claim. If the claim is not on goods sold or delivered you can say what it is for on the witness stand. If you know nothing personally about it, take with you the person or employee who does. What you will do before the magistrate is simply to prove that the debtor owes you the amount of your claim. If the debtor is there he will put in his defense, if he has any, and the magistrate will decide the case. The chance is that the debtor will not be there, and you can get judgment by default. In these small claims there is seldom any dispute—the debtors simply lie down and wait for the creditors to move, believing that they will not move.

In Pennsylvania no case involving less than \$5.33 can be appealed from a magistrate's court. That means that in a small case if you once get judgment before a magistrate you are through. You do not need to wait the usual twenty days to give the debtor the chance to appeal—there can be no appeal. Instruct the magistrate to issue execution at once. He will collect probably \$1.50 to \$2 more from you, which the debtor will also pay in the end. The constable will then go out and levy on the debtor's goods, but if the debtor has any goods he will probably pay the bill rather than see them levied on. What the debtor will have to pay is your claim, interest if any, and all costs, so that you have collected in full.

The above applies particularly to undisputed claims. Where there is a dispute and a defense, you may find it harder to conduct the case before the magistrate yourself, but you can do it if it is a clear case. It applies particularly also to claims for small sums—less than \$5.33, which cannot be appealed, though you can do just as well with larger claims except that you cannot then issue execution right away. You must give the debtor twenty days to appeal. If he appeals, you must then employ a lawyer. If he does not appeal, you can issue execution at the end of the twenty days.

In the greater number of these small claims, particularly those against express companies and railroad companies, there will never be any hearing, because the claims will be paid as soon as the debtors see that you mean business. They will pay the claim in full, including all costs expended up to that time, rather than hold off and pay more.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office no later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. Inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Written for the "Modern Merchant and Grocery World."

Another Retailer Who Believes in Right to Advance Prices With or Without a Reason.

Contents That Dealer Can Properly Advance His Prices When the Market Advances, Even Though He Was Making Enough Before.

I read the editorial in the "Modern Merchant and Grocery World" this morning publishing the letter written by the "Subscriber from Ansonia," Conn., and feel that I would like to have something to say in answer to your cover page in the issue of August 17th in regards to the merchant who advances his prices in accordance with the markets when he has a substantial stock, which he was fortunate in having when such advances took place.

I beg to state that I do not agree with you when you say that such merchant is a traitor to every generous instinct and should be shunned by society or rather made an outcast of society.

In my judgment you do not give a merchant what is really due him. The question is purely a business proposition in my mind and if a merchant has business qualities and foresight enough along with a little spare cash, and by so investing a certain amount in merchandise that he is positive will advance, why has he not the right to make that extra profit when his competitors are all selling at an advance?

The largest single selling commodity in a grocery store is sugar, which returns the smallest profit on the average, and when European conditions warranted the extraordinary advance, why should such merchant keep his price down when every other merchant is up with the market? The result would be this: not only your own patrons but others would take advantage of the

situation and make an invasion which would clean him up in a very short time, and what credit would he receive? You might say, look at the new patrons you might get. Well, my experience has been in this business for eighteen years I have been in this business that all the new business anything like that brings, you can carry very nicely in the palm of your hand.

So far as conscience is concerned mine doesn't hurt me deeper than the first skin, and will say in conclusion that if a poor grocer or another merchant does nothing worse than that he will surely enter the pearly gates without question.

W. C. McCULLOUGH,
Of D. C. McCullough & Son
Shippensburg, Pa., Sept. 7, 1901

P. S.—Would like to have opinion of others on this subject.

NOTE.—We believe we can make the same answer to Mr. McCullough's argument that we made the similar one from the Ansonia subscriber. This is by asking him the same question and we now repeat it: "If he had had his thirty barrels of flour, and the market had declined as much as the war has recently advanced it, would he—unless forced to do so by competition—consider that he was under obligation to reduce his price before the thirty barrels were gone? Unless a retailer can fairly answer this in the affirmative, he is completely down and out, in our judgment, in his contention that he has the right to advance on the market. What is sauce for the goose is sauce for the gander.—Ed.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch limber blades; size over all, 13½ inches; steel unusually good; handle is cocoa bola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 15 Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retailers for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEERLEIN,
939 Broadway, Camden, N. J.

Offer No. 27.

We have recently discontinued one small grocery we operated and have the following fixtures left, which we would be glad to exchange or sell:—

One 60-gal. Beeman's Automatic Kerosene Tank, almost new, in good condition; cost \$35.

One Richmond Computing Scale, in good condition; cost about \$60 new; we got it in a trade; will sell cheap.

One Willmore Computing Scale; has been used quite a lot, but weighs accurately.

One Letter Press, in good condition. Will sell all or any of the above cheap. Write for prices if interested, or will exchange for any articles we can sell here.

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One dozen 1-pound Libby's Roast Beef, cost \$1.95.

One dozen 2-pound Morris & Co. Roast Beef, cost \$3.50.

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

| | | |
|---------------|--------|-----------|
| 6-oz. bottle, | \$1.00 | the dozen |
| 11-oz. " | \$1.50 | " |
| 24-oz. " | \$2.00 | " |

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia

Shorter Days

Mean that you will need more light in your store.

If you use Electric Light—Mazda Lamps with the proper reflectors—you will have the most satisfactory, sanitary, convenient and economical light.

Our Illuminating Engineering Department will help you get the best lighting service, without charge, if you will say the word.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—Attractive "coined" word for oleomargarine. We will give \$5 for best one selected. Address M. Leverenz, 104 Commonwealth, Elgin, Ill. 13

WANTED.—One used paper baler, small size, iron. State price, etc. Address Herbert W. Owen, Toughkenamon, Pa. 16

WANTED.—Information regarding good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn. 1

WANTED.—At once, a filing cabinet, McCaskey or American, and three Lamson cash carriers. Address State College Co-Operative Association, State College, Pa. 1

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 9

STORES

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—On account of death, general store, coal, lime and cement business, in a growing South Jersey town on P. R. R. electric line, only 18 miles from Philadelphia. Will bear investigation. Address C. E., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

FOR SALE.—Stock of general merchandise, from \$1,500 to \$1,800. Rent of store \$18 per month. Good, clean stock. Located in Pennsylvania on line of Jersey Central. Good hustling town. Address G. W., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 12

FIXTURES

FOR SALE.—We have a Burroughs adding machine, in perfect condition, which has only been used about a year and a half. If we can find a customer for it we will sell at a sacrifice. Address W. E. Drislane Co., Albany, N. Y. 11

MISCELLANEOUS.

FOR SALE.—One good six-spring wagon and one good cutunder carriage, also one mare good for farm work, \$30; one cheese cutter, good as new, \$8; one 35 H. P. Buick touring

car, model 17, 5-passenger, \$450. Apply H. M. Booth, Linwood, Pa. 14

FOR SALE.—Hand-picked apples, fall varieties, \$2 per barrel. Smokehouse, \$2.25. Well filled barrels. Cash to accompany order, or A No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 13

HELP WANTED

WANTED.—Good woman for store work. Apply H. M. Booth, Linwood, Pa. 14

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesman delivers yeast to your store he replaces any stale cakes he finds with fresh ones. No trouble or expense to you; no complaints from customers — if you sell Fleischmann's.

THE FLEISCHMANN CO.



Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

SWIFT'S PREMIUM HAMS are uniform—always properly cured, tasty, appetizing. When a woman gets a PREMIUM HAM she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are SWIFT'S PREMIUM HAMS.

Swift & Company, U. S. A.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |



besides rearranging the store so that its capacity was doubled. We make ALL KINDS of Office and Store Fixtures, Glass Cases, Office Partitions, etc. Write for booklet and list of 150 towns where we have equipped stores.

MILLER & ENGLAND CO.
Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Fixtures That Pay

This store is an ideal combination of attractive display and convenient arrangement. Such a store SELLS goods besides saving clerks' time, and giving the most floor space for customers.

Notice the working counter, patent bin counter, display counter, tea, coffee and cereal bins. We manufactured and installed all these fixtures be-

Modern Merchant

AND

Grocery World

Published every
Monday.

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and Canada.

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Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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J. Buckley, 927 Arch Street.

(Signed) David Ezekiel, Bus. Mgr.
Sworn to and subscribed before me this 16th day of
September, 1914.

(Signed) Abel K. Cassel, Notary Public.
My commission expires January 16th, 1915.)

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Exactly What the War Has Done to Food Prices Here and Why

General Manager of Austin, Nichols & Co., New York, Wholesale Grocers, Supplies Close and Careful Picture of What Products Have Been Affected and the Reason and Extent. Denies that Grocers as a Class are Holding for Further Advances or Have Extorted Undue Profits.

Practically all of Europe is engaged in war, which means that goods from Germany, England, France, Servia, Russia and other countries are unobtainable—that in itself would account for the advance on items originating from the above named countries or any other place where war exists and where the goods are not obtainable.

In many lines of goods this company and many others have goods bought, contracted for long before any war news was received, but for different reasons the goods are not obtainable from the fact that many shippers want the gold, many steamships have been withdrawn—and on account of the extra hazardous risk when they do sail, they carry a war insurance that is practically prohibitive—so that the advance in exchange and other items has advanced the price on goods, even though these goods were bought before the war was declared. The real cost of this merchandise is not the cost at the point of origin, but the cost to the merchant on the arrival of the goods, and if the war insurance, extra exchange, etc., were added to the original cost of these goods, when they arrive, would show an increased cost delivered to the merchant here of 25 per cent. or over. That in itself seems like a terrific advance, but just where does the wholesale grocer or the retail grocer derive any benefit from this? But he is advancing his price without any additional profit, as the advance has been paid by him as described above. In most cases the wholesale grocer or retail grocer, even though he is forced to pay this advance, does not feel that he can consistently ask the full advance; and, as a matter of fact, they do not ask it, but are doing business on a closer margin of profit on these items than ever before, knowing well that their customer, the consumer, would quite naturally feel surprised if the full advance was added to the cost of these goods.

The press throughout the country has advertised the situation quite thoroughly—in some cases not putting the situation fairly before the public—creating a feeling with a large number that it would be a good time to buy this or that or something else. The result of all this publicity has been such that a demand was created on many lines of goods that was abnormal. Parties who, no doubt, thought of buying a barrel of flour, bought a barrel or two. The same applied to sugar and many other items. This constant agitation, in the opinion of the writer, is simply getting the people worked up on the situation, and without having all the facts, they quite naturally feel that if they do not buy at once they will have to pay more money a little later on.

If the American people would follow the advice of our worthy President, Mr. Wilson, "Keep cool and do not get excited," I feel very confident that foodstuffs would ease off, especially on domestic products.

To accuse the wholesaler or the retailer by direct accusations or by any innuendoes that they are robbers is manifestly unfair, and not, in my opinion, what our good President intended when he requested everybody to keep cool and not get excited.

Now, there are many items in the grocery line that are commanding a higher price to-day than they did before the war started on the other side, and this price must of necessity advance with existing conditions. As explained, the war risk, along with the advance in exchange, interest, etc., covers this advance, and the wholesaler or retailer does not reap any part of this advance. I refer now to lines of goods that originate in the countries that are at war.

Sugar has advanced, flour has advanced, and many other items have advanced. We will take up the item of flour as I understand it.

At the time the advance in flour took place we, like other houses,

firmly believed that the market on flour would decline and still further owing to the prospects of a normal crop of wheat, and in consequence we were carrying light stocks and practically no contracts whatever. On many of the lines of brands of flour handled in Greater New York we own from fifty to seventy-five barrels of each at a cost of about \$5.36 per barrel. To-day these same brands would cost us about \$6.40. The principal cause of advance, as I understand it, was that grain dealers at the start believed that Europe would be an enormous buyer of wheat. In fact, their agents in this country all bought considerable wheat just before the war, and this started the market up gradually. The newspapers gave a great deal of notoriety to the fact that we would have terrific prices in case of a general war in Europe, and it developed that the housewife who had probably not baked bread in five years bought a barrel of flour in anticipation of high prices. The condition was general throughout the entire country, and the demand for flour was greater than the mills had experienced in years.

It is well to remember that bread flour is practically made from spring wheat, and new spring wheat even to-day is not ready for the market, and at this time of the year old spring wheat is always sold at a premium on account of its scarcity.

The advance in prices is only natural and not altogether abnormal. The flour trade do not consider prices of to-day high, for it must also be remembered that before this advance started we had been working on a price that was lower than that we had had for years. Glancing over statistics covering a period of ten years, they will show that to-day's prices are about equal to the average. The advance on flour has also affected other items in the farinaceous line, like barley, beans, peas, cornmeal and hominy.

Lentils.—These were selling at 2½ cents per pound for old goods prior to the war. It now being impossible to secure any more of these goods from Europe and the stock in this market being practically nil, the goods are commanding practically 10 cents or 11 cents per pound, as no one has any to amount to anything.

Rolled Oats and Oatmeal.—Before war was declared the price was

about \$4.50; to-day they are worth \$5.25. This was not brought about through the war, but a natural consequence for this time of the year. Records will show that oats always advanced at this time of the year from \$1 to \$1.50 per barrel.

Seeds.—Practically all the edible seeds are imported from Europe and with a prospect of no more goods coming to this country for an indefinite period and very little stock in this market, there has been an advance on these goods. The same remarks will apply to tapioca, a product of the East Indies, and potato flour, a product of Canada.

Butter, Cheese and Eggs.—The present higher range in prices prevailing in butter, cheese and eggs are primarily, in fact, I might say entirely, due to shortage in the production. The trade at large has been rather slow in fully realizing this, and while the general tendency of this market has been to keep the market down, the steadily decreasing supplies, as shown by statistics, nevertheless, has steadily forced prices upward. Ever since the beginning of July the history of the market has been of gradually increasing prices, and while we have had temporary reactions in certain periods of unchanged prices the general tendency has been upward. On July 1st, for instance, butter, cheese and eggs ranged as follows:—

| | Butter | Cheese | West eggs |
|---------------|--------|--------|--------------|
| July 1 | 27½ | 14½ | 25 |
| July 7 | 27 | 14½ | 25 |
| July 9 | 27¼ | 14½ | 25 |
| July 10 | 27½ | 12½ | 25 |
| July 13 | 28 | 14¾ | 26 |
| July 14 | 28¼ | 15 | 26 |
| July 15 | 28 | 15 | 26 |
| July 17 | 28½ | 15 | 26 |
| July 23 | 29 | 15 | 26 |
| July 29 | 29½ | 15 | 27 |
| July 31 | 30 | 15 | 28 |
| August 1 ... | 30 | 15¼ | 28 |
| August 5 ... | 30 | 15¾ | 28 |
| August 6 ... | 29 | 15¾ | 28 |
| August 7 ... | 29 | 15½ | 28 |
| August 10 ... | 29½ | 15¾ | 28 |
| August 11 ... | 30 | 16 | 29 |
| August 12 ... | 30½ | 16 | 29 |
| August 14 ... | 30½ | 16¼ | 29 |
| August 17 ... | 31 | 16 | 29 |
| August 18 ... | 31 | 16½ | 29 |

The country's holdings in warehouses this year, as per monthly report from the forty-six associated warehouses, August 1st, show a shortage in the holdings of butter of 4,110,000 pounds, and a shortage in eggs of 48,800 cases, as per report given below:—

BUTTER.

| | |
|----------------|---------------|
| 1914 | 61,609,000 lb |
| 1913 | 64,719,000 lb |
| Decrease | 4,110,000 lb |

Fine Feathers Make Fine Birds and High-grade Products Make a High-grade Business

The grocer who wants to serve and please the right class of trade must carry in stock the articles that are widely known and believed in because of quality and purity.

ROYAL BAKING POWDER

and

DR. PRICE'S CREAM BAKING POWDER

have the confidence of consumers everywhere because of their purity, quality, wholesomeness and years of liberal advertising.

To sell these pure, grape cream of tartar powders, instead of cheap powders containing alum and such chemicals, shows your customers that you believe in pure foods, makes them trust you and rely on the purity and quality of your entire stock.

ROYAL BAKING POWDER and **DR. PRICE'S CREAM BAKING POWDER** not only please consumers best, but they also pay you more profit in real money pound for pound, and year for year, than any others you can sell.

These powders sell fastest and easiest because of quality backed by advertising; don't forget that the man who offers you a baking powder that is not advertised and tells you there is more profit in it is asking **YOU** to **DO THE ADVERTISING** by recommending it to your customers. Why should you do that and risk complaints when you can sell **PURE** baking powder so easily?

EGGS.

14 3,102,400 cases
13 3,151,200 cases

Decrease 48,800 cases

It is natural for prices on butter, these and eggs to advance at this time in the year, so there is nothing unusual in the present situation, except that the advances have come a little bit earlier and steadier, due to natural causes and entirely governed by the law of supply and demand. Whether the following months will bring an increased proportion is problematical, but indications are that the shortage will further increase than diminish.

Items like currants, originating in Greece, dates from Persia, citron in Italy, Sultana raisins from Smyrna, shelled almonds from Sicily, filberts from Sicily and walnuts from France have all advanced. These advances are about as a rule by the fact that spot stocks are always very low at this season of the year, good merchants generally running their stocks as closely as possible in anticipation of new crop which comes in the fall, at which time any goods we might have on hand usually show a very handsome loss.

The climatic conditions in this country are such that no good merchant wants to carry over any old goods in any lines. Light stocks, together with no immediate prospects of obtaining further supplies, is directly responsible for the advance on the above goods.

Rice.—Shipments of foreign rice having stopped entirely and this market carrying very light stocks, this article has advanced. New crop goods are now arriving and this may help matters.

Tea.—On account of the stopping of transportation and letters of credit, and steamships afloat that had tea on them captured, stocks in this market held by importers being light, tea of certain grades has advanced.

Norway mackerel has advanced on account of the war in Europe, the fishermen being unable to go out and catch these fish, which are caught in the North Sea where naval battles are reported. Spot stocks of Norway mackerel are practically cleaned up.

Condensed milk from abroad has advanced about 10 per cent. The war risks, interest and exchange rate and the advance in sugar, explain the advance.

Sardines.—Foreign countries having prohibited the exportation of food supplies, the French factories have been closed on account of the workmen being compelled to go to war. No fish have been coming in for some time and shipments afloat were detained from transshipment in London. The rate of exchange advancing almost 20 per cent. over night and the war risk all helped to make up the advance. Stocks are very low in this country on account of the poor fishing for the past six months. Sardines have advanced and no doubt will advance further.

Mushrooms and French vegetables, like French peas, etc., have advanced for the same reason.

Any English products that are sold in this market at a delivered price have been advanced from 10 to 25 per cent. by the manufacturers.

The governments in many countries have prohibited the exportation of many food products and this will cause items originating in these countries to advance further.

Now, what I would like to make plain is that any increased cost added on to any of these goods can

be traced directly to the high rate of exchange and extra war risk, etc., and an advance is not caused by speculation from the fact that the goods in many lines are not obtainable, and if they are the party importing them must pay this increased cost. Again I say that it is manifestly unfair to charge the grocers with taking any part in these advances.

Take items like cheese that the different papers have noted. Swiss cheese formerly cost about 22 cents; it would cost to-day 35 cents if obtainable. Roquefort formerly cost about 27½ cents, and would cost about 40 cents to-day if obtainable, and so on through the line of imported cheese.

Spices like pepper and cloves have advanced from 25 to 40 per cent. This advance is on account of suspended banking facilities, war risk, scarcity of stocks, insurance, and high rate of exchange.

Cream of tartar has advanced practically over 100 per cent. on account of the uncertainty of getting the raw material (argols) from France and Germany, the principal source of supply. These goods can only be bought from one or two

concerns in this country, and if the wholesale grocer wants cream of tartar he must pay the price that is asked, and that price is no doubt based upon the supply and demand and not from speculative causes.

Mustard has advanced about 50 per cent. Mustard seed comes principally from Germany and Austria, and some from Italy. It is not likely that much if any will be shipped from the first two countries. High rates of exchange and impaired banking facilities have made Italian goods very high.

Hungarian paprika has advanced about 100 per cent., caused by lack of information regarding the 1914 crop. Austria-Hungary being at war the harvesting of the crop is doubtful, as more staple products are receiving the attention of the peasants.

Olives have advanced about 20 per cent. Seville sellers will not ship except for spot cash and it has not been possible to send money to Spain. The banks through whom bills were drawn against shipments which left about August 1st insist that receivers insure against war risk at from 5 to 10 per cent. The market would have advanced anyway as there will be but very small if any crop harvested this year.

Sugar.—The refiners offered sugar on May 26th at 4.20; June 12th, 4.30; July 13th, 4.40, except one at 4.30; July 14th, 4.40; July 28th, 4.25; July 30th, 4.40; August 3d, one 4.50, others 4.40; August 4th, one 4.60, others 4.40, one 4.50; August 5th, two 4.50, three 5 cents; August 6th, three 5.25, one withdrawing price, American, 4.50; August 7th, two 5 cents, others 5.50; August 10th, one 5.50, others 6 cents; August 11th, two 6 cents, others 6.50; August 12th, two 6.50, others 7 cents; August 13th, one 6.75, one 7 cents, others 7.50; August 14th, all 7.50. Later the market fluctuated around 7 to 7.25 and 7.50 again.

The cause for this advance is no doubt fully familiar. Raw sugars were sold at 6.52 cents. Foreign countries were in this market buying raw sugars. The refiners here were forced to pay the price for raw sugars or go without it. The papers note that some refiners are still delivering sugar sold at 4.40 cents. This is no doubt a fact, as many wholesalers are also in the same position. Sugar was sold ahead on contract and the refiner

must make good on his contracts and so must the jobber and the retailer.

As for great scarcity of food growing in this country I do not believe such a thing is possible. We will offer, and do offer, several million dollars' worth of merchandise at no advance whatever. They speak of the rapid advance in canned goods and all that sort of thing. I shall be very glad to receive an order for any part of a million cases of canned goods at no advance. This company being a strictly wholesale and jobbing concern, we must keep with the market, otherwise it would be impossible for us to market our merchandise. If the markets advance we

must advance with the markets; if the markets decline we must promptly reduce our prices.

I could probably mention 200 to 300 items in our line that show an advance, and I could probably mention 10,000 to 12,000 other items that show no advance, and I repeat the advice of our worthy President, "Keep cool and do not get excited," and if this is followed there will be no great scarcity of food supplies in this country. If we cannot furnish imported goods we certainly have domestic goods that should be good enough for any good American.

HARRY BALFE,
General Manager Austin, Nichols & Co.
New York, N. Y., Sept. 5, 1914.

The Modern Department Store's Way of Making Clerks Raise Their Own Salaries

Teaches Them to Increase Their Own Sales, But Does Not Base Salary Increase Wholly on Sales. Main Thing is Increase in General Efficiency. An Interview With General Manager Tily of Strawbridge & Clothier.

[Mr. Herbert J. Tily, general manager of Strawbridge & Clothier's Philadelphia department store is rather in the forefront as an exponent of the enormous advantage—to the store—in the careful education of clerks so that their selling power and general efficiency are increased. Not long ago he made a public statement in which he stated that the policy of his store was to make its clerks advance their own salaries—when their sales, or their general efficiency increased, their salaries would increase. Last week the "Modern Merchant and Grocery World" sent a representative to Mr. Tily to ask whether in his judgment the big store's methods of educating clerks, and increasing their efficiency, were applicable to the small store. Also, for something as to his methods of keeping in touch with a given clerk's efficiency and the system of advancing salaries. The interview follows.—Ed.]

According to Mr. Herbert J. Tily, Strawbridge & Clothier's policy in regard to increasing a clerk's wages is not based entirely on the total sales. The kind of service a clerk renders is of prime importance; in other words, to please every customer so that she will return again and again to the store.

On this subject of service Mr. Tily said: "A clerk who persuades a woman to buy a costly perishable gown without tactfully suggesting that its beauty is produced at the cost of durability, commits an error, since the woman may later be dissatisfied with her purchase and her dissatisfaction will extend to the store.

"Take also patent leather shoes, for instance, the very dressiest looking boot obtainable, and yet it is impossible to produce a patent leather shoe that can be guaranteed

to wear well. Our clerks are instructed not to make a sale of these without having the customer understand this.

"Last winter when it was a fad to wear coats with a certain finish to the material, which really detracted from the serviceability of the coat, our clerks were told to gently say to the customer, 'this particular garment, although it has the desirable fashionable effect, will not wear as long as many other materials.'"

Mr. Tily said that it would be impossible to estimate the value of a clerk by the amount of his sales only, because there is an element of luck in the character of customer that falls to a clerk's lot to wait upon.

"In the furniture department a customer who has \$100 to spend on a bed and sees what he wants before the clerk has made any effort to

display the entire stock, is an easier proposition than a particular person with only \$20 for the same piece of furniture, who takes half an hour of the clerk's time trying to decide what to buy. The latter sale undoubtedly required better salesmanship.

"Therefore a clerk's disposition to please must be observed. This is part of the work of the heads of departments.

"The small store formerly gave the best service because the few clerks were under the watchful eye of the proprietor, whose self-interest made him require that a clerk give every customer careful attention, and that the only mission of the large store was its collecting ability, that is, its power to buy on a large scale (and therefore at lower prices) from the markets of the world. But the real service was not there, and then we began to look for the reason and had to learn from the small store that the proprietor must be present by proxy since he could not in person superintend every department. Then we had to secure a trained head for each department who was responsible for the sales and service under him. These must be men and women whose teaching spirit has been developed. If the clerks in a department are bright, keeping the stock neat and attractive, turning in a good number of sales, etc., the head of the department receives credit, besides the wages being increased of the clerks whom the head reports for good work.

"If a clerk continues to give better and better service her wages may be increased almost indefinitely. Of course she has other duties than merely selling. We have clerks receiving thousands of dollars per year; they have learned their merchandise so well that they can intelligently select what to sell, that is, they become buyers for their departments.

"Every clerk receives preliminary training for a week, or as long as necessary (on the store's time, that is; the full salary is paid) before being allowed to go on the floor. Instruction is given as to the store's ideals of honesty, courtesy and carefulness to details, such as the writing of addresses to insure satisfaction in deliveries, how to properly fill out the sales checks for various kinds of transactions, etc.

"As to the question of whether we ever increase the wages of a clerk whose selling ability does not

increase, that is rather a personal question. It is our custom to keep on only those who do show a spirit of improving in efficiency. Exceptional cases of what are really pensioners cannot be discussed.

"Beside the preliminary training that is required, we have an optional system of education. This we call our 'Commercial Efficiency Course.' It is practically a course in industrial economics. Certificates are given after satisfactory examination, commencement exercises being held.

"Our aim is that the trained clerk shall develop himself to fill higher and higher positions as the opportunity presents itself, so that through this course they may become the future executives of the store. For this reason we are not purely philanthropic when we allow them to train themselves in the store's time. The merchandising business requires in this day the trained mind just as much as the professions do."

First Motor Truck Convention to be Held in Detroit.

Under the promotion of the Motor Truck Club of America and allied associations, the makers, dealers and buyers of trucks will get together in Detroit for a four days' session from October 7th to 10th, to determine policies to standardize service and maintenance and to promote the betterment of the truck business from the standpoint of all concerned. A comprehensive programme of discussion has been arranged by the convention committees dealing with every phase of the situation, and papers and addresses by leading manufacturers, dealers and truck users will give an unusually practical and interesting turn to the convention. During the four days of the convention, headquarters of which will be in the Cadillac Hotel, some thirty vitally important subjects will be carefully discussed from all angles. Among the topics outlined are such as "Time Payment Plan for Selling Trucks," "Advertising: Relationship Between Factory and Dealer," "Traffic and Transportation Engineering," "Factory Sales Assistance to Dealers," "The Trading Evil," "Vehicles for War Purposes," and many others of equal interest and importance.

Colorado cantaloupes are still cheap and not very good—65 to 70 cents for flats and crates up to \$1.75.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

DISPLAY

WRIGLEY'S
SPEARMINT

You'll Sell Much More

It sells rapidly *without* display, but much more rapidly *with* it. It's one of the things people buy continuously when they *think* of it—when they *see* it.

The heaviest advertising in the world makes people recognize

WRIGLEY'S
SPEARMINT

instantly. The ads. creates the desire for it—*your display creates your opportunity*. By putting it where it is seen instantly, you connect *your cash receipts* with *our advertising*.



THE PERFECT GUM IN THE PERFECT PACKAGE



Say to Customers:

"Have a little **WRIGLEY'S SPEARMINT** This is the gum with the flavor that *lasts*. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

We call attention to the page advertisement appearing elsewhere, signed by a large number of well known Pennsylvania jobbers, and bearing the heading, "Give Your Jobber a Square Deal and Other People Will Give You One." This is an adaptation of the golden rule.

This page will continue, with changing reading matter, for one year. Its object is to bring before the several thousand retailers who read this paper, some of the little unfairnesses into which they occasionally lapse, in their relations with their jobbers. Little obstacles in the path of fair, clean, friendly business. We are hopeful that holding the mirror up to some of these may help.

Communications regarding the moral right to advance prices of food products merely to take advantage of a situation, and notwithstanding that the holder was making a sufficient profit at the old price, continue to come in. Here is one from a New England subscriber:—

I am sending you two problems for your solution and answer keeping in mind the text: "He who raises his prices for an extra profit because of the war is a traitor to every generous instinct and a social outcast."

PROBLEM NO. 1.

Mr. A., a grocer, bought fifty barrels of flour at \$5.15 wood basis. He sells a few barrels at \$6.00 per barrel, but because of the war he advanced prices to \$7.00. Sales slacked off a little, but prices further advanced and finally he closes out at \$8.00. Stock has moved slow but at a big profit. He goes on the market to replenish his stock. Because the war is over and things are normal, he is able to buy for \$5.15, and now sells again for \$6.00. Would you brand him as a social outcast?

PROBLEM NO. 2.

Mr. B., a competitor, bought fifty barrels of flour at \$5.15, and in spite of the war declined to ask over \$6.00. He sold out before Mr. A. and goes on the market to buy more stock, and because of the war is obliged to pay \$7.50 wood basis. He sold a few barrels at \$8.00, but the war is off and his friend A. is selling for \$6.00. What must Mr. B. do to move his stock? Will his customer buy and pay \$8.50? or will they patronize the social outcast? Or who is the outcast, the man that

got the price or he who accepts trade?

Our answer to No. 1 is a reiteration of what we said recently. If A has been buying flour at \$5.15 and selling it at \$6.00 he has been making too little money, for he has not been getting his expenses. If he has been doing this for any considerable period, and has not made it up by charging excessive profits on something else, he can fairly use any stepping stone whatever, not involving fraud, to put prices where he will get a fair profit. If selling the balance of his flour at \$7 and \$8 would no more than do this, we have no word of criticism for him. The fundamental condition of our criticism of the dealer who advanced prices to take advantage of the war was that he should have been making a fair profit before.

Our answer to No. 2 is that B was shortsighted in persisting in selling flour at a loss when a way of escape opened right before him. Further, there was no excuse for his overbuying at \$7.50. With the market that high, he should have bought only for his barest needs, especially as he must have known, if he read the papers, that there was no legitimate reason for such an advance, and that the market must decline, as it has since done. If he was left with a stock of high-priced flour of course he would have to drop to his competitor's level. But this is no more than he should do—if he had been making a satisfactory profit before—for the dealer who advances prices on spot stocks merely because the general market has advanced, ought by the same token to decline spot stocks when the general market declines.

How the canned goods packers flee when no man pursueth. Flee from the implication of the word "canned."

The Shadow Rather Than the Substance. "canned" in connection with their products. They are canned, are they not?

In last Thursday's edition of the Philadelphia "Record" a well-known Maryland line of canned goods was exploited under the description "prepared vegetables." Of course this was another effort to

flee from the implication of the word "canned."

Vegetables packed in tin cans are canned goods. Calling them "prepared" does not change them, and no consumer is foolish enough to think so. The packer who uses this and other subterfuges is, therefore, fleeing from the shadow rather than the substance. Why do consumers dislike the word "canned?" Because they have a delusion that packing food in tin is unhealthful. Of course, they have no special dislike of the word "canned"—they dislike what they think the word stands for. How foolish then to change the name and not the fact. Like the Irishman, alone in a hostile Italian community, who sought to placate his enemies by changing his name from Moriarity to Spinelli.

The packers ought to go straight to the difficulty and remove the consumer's belief in the harmfulness of tin cans. It ought to be comparatively easy to remove such an utterly unfounded prejudice.

The discussion over the high cost of living has continued now for about three years.

An Agreeable Change.

It has brought considerable condemnation to the retailer because of his supposed charging of excessive profits. While this has not been pleasant it has brought good in the end, because it has so thoroughly illuminated the subject that the public is now aware that not only is the retailer not charging too much profit, but that he could not charge too much, and actually is charging hardly enough in some cases to keep soul and body together.

The newspaper articles have become fairer. For an instance the following from last Sunday's Philadelphia "Ledger":—

It is rash to conclude, as some critics of the retailer do, that the retail price of food represents extortion on his part. No one who has a living to make can afford to sell at cost. Rent, clerk hire, delivery and other expenses must be paid; and to this sum must be added a reasonable profit. The gap between the wholesale and the retail price may be unduly wide on occasion. This matter is governed to some extent by the nature of the location and the character of the

neighborhood. A cash trade means lower prices, for in that case there is no offsetting of bad accounts. Probably the shops that deal with the wealthier class of customers and give long credits make no larger profits than the shops that give no credit; indeed, they might easily make smaller profits.

Americans as a rule have long lived too extravagantly, scorning to practice the small economics which the French, for example, understand so well. They can reduce household expenses, if they choose, without imposing on themselves any undue hardship. Co-operation is, no doubt, the most effective way of doing this. But the results of the Cohocksink experiment (a co-operative store), however gratifying they may be, will not prove that the retailer practices extortion in making a living out of his business.

The average American consumer is a pig. He expects the best of everything, every possible attention, all manner of trouble taken for him by the retailer—and no charge made for any of it. The high cost of his living is chargeable solely to the kind of living he is doing.

1914 August Failures Show Peculiar Comparison With 1913.

Several Lines Nearly Same, One Line Exactly the Same, Other Lines Greater.

The official report of failures for August, 1914, shows a peculiar comparison with August, 1913. In some lines the failures were practically the same, while in others they were much greater. There is very little difference in general stores, groceries and shoes, while clothing and dry goods failures were more numerous this August than last, and hardware failures were fewer. The figures follow:—

General Stores.—August, 1914, 83; liabilities, \$558,960; August, 1913, 87; liabilities, \$724,650.

Groceries.—August, 1914, 213; liabilities, \$1,726,745; August, 1913, 214; liabilities, \$1,630,545.

Clothing and Furnishing.—August, 1914, 105; liabilities, \$1,130,550; August, 1913, 63; liabilities, \$393,381.

Dry Goods.—August, 1914, 52; liabilities, \$788,640; August, 1913, 47; liabilities, \$473,200.

Shoes, Etc.—August, 1914, 25; liabilities, \$175,380; August, 1913, 25; liabilities, \$774,834.

Hardware, Etc.—August, 1914, 18; liabilities, \$201,379; August, 1913, 25; liabilities, \$358,054.

What the Thirty-one Washington (D. C.) Defendants Did to Boost the Food Markets

Extracts From Indictments Found Against the Washington Concerns Who the Government Says Interfered With Competition in Dairy and Farm Produce. Names of All Defendants.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

September 18, 1914.

Further information obtained regarding the prosecutions begun by the Government last week against thirty-one local food dealers shows that the Government is determined to make an example; if it can, if these men whom it accuses of unduly holding up food prices.

The men so far indicted by the United States Grand Jury are as follows:—

Individuals—Daniel P. Collins, Frank B. Guest, James W. Beasley, John W. Lynn, David W. Ballinger, Alonzo R. Lawrence, William Brayshaw, Andrew W. Kelley, Oliver O. Spicer, and James M. Holloway.

Firms—B. D. Strohecker & Co., composed of Brevard D. Strohecker

and T. Hamlin Strohecker; Johnson & Jesse, comprising William M. Johnson and J. Edward Jesse; Krey, Price & Co., comprising Louis P. Krey and Albin Price; Crovo & Price, composed of John F. Crovo and Harry R. Price; Simons, Carter & Co., comprising Theodore F. Simons and John H. Carter, and Joseph E. Folk, trading as G. K. Andrews & Co.

Official of corporations—Thomas P. Hickman, president, and Roy M. Hickman, secretary and treasurer of the Hickman Company; Willis S. Hoge, president; James M. Hoge, vice-president, and Willis S. Hoge, Jr., secretary of W. S. Hoge & Bro.; Albert J. Simons, president; Frank J. Ehlers, secretary, and Louis P. Krey, treasurer of A. J. Simons & Co.; Robert A. Golden, president; William G. Carter, first vice-president, and William A. Sacks, treasurer of Golden & Co.

The indictments set forth that the accused between January 2, 1914, and the present time in the

capacities indicated have been carrying on in this city the business of purchasing country produce, including eggs, poultry, live stock and vegetables, from raisers and shippers thereof and dealers therein, and selling the same in the markets of said district to wholesale and retail dealers and consumers, although said defendants have then and there pretended to the public, and particularly to said raisers, shippers and dealers, to be receiving and selling such produce only as commission merchants acting for their principals for a fixed compensation of 5 per cent.; and that in so carrying on said business said defendants, at the time and place aforesaid, have been carrying on trade and commerce of said district within the meaning of the third section of the act of Congress approved July 2, 1890, and entitled an act to protect trade and commerce against unlawful restraints and monopolies; and further, that according to the long established course of trade of said district consumers of such produce have necessarily depended for their supplies of said produce upon said defendants engaged in the business afore-

said, and a few genuine commission merchants, and that of the total volume of said produce supplied to consumers in said district during said period of time said defendants together have been the channel for furnishing the major part, to wit: 75 per cent. thereof.

The indictment goes on to describe the methods employed to obtain control of the markets, the defendants being charged with having employed a common agent for collecting from said defendants and concerns in the morning of each market day, verbal and written and printed suggestions and "ballots" indicating the prices such defendants and concerns would respectively pay on that day for the different kinds of such produce, and have required said agent thereafter, on the same day, to print a publication for said defendants, entitled "Washington City Daily Market Report in the Interest of Shippers, Receivers and Wholesale Buyers of Country Produce," which has pretended to quote prices prevailing in said markets on that day as a result of competition between said defendants and concerns, but which has really quoted only the arbitrary and

This Color Makes Money for Farmers

Your farmer customers need

Dandelion Brand Butter Color

because it will mean more money for them from the sale of butter. You need it because it holds a generous profit for you.

Stock it at once. Push its sale.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

non-competitive prices selected by said agent to agree, as nearly as possible, with the result of said suggestions and ballots, and therefore the prices fixed by said defendants.

Through the circulation of printed copies of the reputed daily market report, the producers, shippers and dealers were wrongfully led to believe, the Grand Jury finds, "that they were receiving from said defendants and concerns in such settlements the prices for their produce that day prevailing in a competitive market, when, in fact, they were receiving returns for their said produce only upon the basis of such arbitrary and non-competitive prices, so fixed by said defendants, and printed in said publication. And said defendants, having wrongfully and unlawfully acquired control of such farm produce, have made use of that control to exact and secure from the persons to whom they so sold the same produce, and from the consumers of such produce in said District of Columbia, arbitrary and non-competitive prices for the same, and prices greatly in excess of the prices which they would or could have exacted and secured if they had not engaged in said unlawful combination in restraint of trade and commerce."

The defendants all entered bail, and will fight the case bitterly. For violation of the Sherman anti-trust law the penalty that may be imposed by the trial judge is a fine not exceeding \$5,000, or imprisonment not exceeding one year, or both fine and imprisonment.

HOLT.

ASSOCIATION NEWS.

Erie (Pa.) Business Men's Exchange.

Cards containing the following notice are being furnished all members of the Erie (Pa.) Business Men's Exchange:—

TO SOLICITORS.

We make use of the Erie Business Men's Exchange in passing upon advertising, entertainments, churches, charities, conventions, contributions and contracts.

We will consider no request unless the solicitor can show credentials from the Erie Business Men's Exchange.

Refer all solicitors without endorsement to this office.

Jersey peaches continue to come in at 30 cents to \$1. Pennsylvania peaches are commencing to come in at 30-50 cents because they are poor.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The Harvard Bookkeeping System.

N. S. Pittsburgh, Pa., Sept. 15, 1914.
To the Editor.

Dear Sir:—Seeing the system of bookkeeping in the "Modern Merchant and Grocery World" I became interested in it. Kindly let me know if this system comes printed in book form.

Yours truly,

L. M. LENZ.

This evidently refers to the plan of retail grocery bookkeeping recently devised by Harvard College and published in full in this journal. You can get the entire system by writing the Bureau of Commercial Research, Harvard University, Cambridge, Mass.

Wants to Handle Meats.

Ocean City, N. J., Sept. 15, 1914.
To the Editor.

Dear Sir:—Can some one give me advice how to handle meats. Do not understand meat cutting. Wish to buy meats already cut. Would like to know best way to go about it.

Yours truly,

BENJ. GEBHARD.

We recommend R. S. Mathews' book "The Retail Butcher." You can get it through the "National Provisioner," 116 Nassau Street, New York, for \$1.25.

A Baking Company.

Ashland, Pa., Sept. 9, 1914.
To the Editor.

Dear Sir:—Can you please tell me the name of the maker of the "Tastycake" made in your city.

Yours truly,

ARTHUR WALLAUER.

Tasty Baking Co., 2335 Sedgely Ave., Philadelphia, Pa.

Cheese Manufacturers.

Allentown, Pa., Sept. 16, 1914.
To the Editor.

Dear Sir:—Will you kindly send me a list of manufacturers and wholesale dealers in American and Swiss cheese.

Yours truly,

A. P. M. FEGELY.

Robert Norton & Co., Attica, N. Y., manufacturer; Carl Wilde, 357 N. Second street, Philadelphia, wholesaler.

Baled Waste Paper.

Camden, N. J., Sept. 17, 1914.
To the Editor.

Dear Sir:—Kindly tell me the address of some places that buy waste paper baled ready for sale.

When does Philadelphia sell for taxes such as a building lot? I have one the taxes have not been paid on for six or eight years. How can I find out whether it has been sold or not? Will you kindly inform me.

Yours,

S. E. HUBBS.

The Penn Paper and Stock Co., Marshall and Willow streets, Philadelphia, Pa.

The chance is that your lot has not yet been sold. You can tell by having a search made in the Registry Bureau of the Bureau of Surveys, City Hall.

Makers of Moulds for Cement Work.

Adamstown, Pa., Sept. 15, 1914.
To the Editor.

Dear Sir:—1.—Please give address of moulds manufacturers to make cement blocks, vases, etc.

2.—How can I frost electric lights, and is it dangerous?

3.—Is Frank J. Curry, of 812 Chestnut street, your city, a good artist as an amateur finisher. Thanking you we remain,

H. F. SNADER & Co.

1.—Enca Pottery Co., Mercer Pottery Co., Mattock China Co., all of Trenton, N. J.

2.—A compound for frosting electric lights may be obtained from the Phila-

delphia Electric Co., 132 South Eleventh Street, Philadelphia, from 50 cents for a small bottle to \$2 per quart.

3.—Frank J. Curry, 812 Chestnut Street, Philadelphia, does good photographic work.

The Public Collection Agency Against

Palmyra, N. J., Sept. 15, 1914.

To the Editor.

Dear Sir:—What do you know of the "Public Collection Agency" of 904 Betts Building, Philadelphia, Pa.? I have placed some accounts with them for collection.

Yours truly,

G. B. RAPP.

If not too late, we advise not doing business with this concern.

Another Collection Agency.

Jersey Shore, Pa., Sept. 10, 1914.
To the Editor.

Dear Sir:—Can you tell me if the Mercantile Credit Association of Philadelphia, are reliable and fair in their dealings?

Yours truly,

M. M. DECOURSEY.

We know nothing special about this concern, but we advise going slow.

The Moral Right to Advance Prices

Pennington, N. J., Sept. 16, 1914.
To the Editor.

Dear Sir:—A few remarks in regard to the selling of standard merchandise. I am heartily in sympathy with our friend of Shippensburg, Pa., who gave his view of the matter in your last week's issue. It appears to me that the grocer or general merchant is not an

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

should not be considered below the standard of any other business man. Any man in any legitimate business has a perfect right, and to make it strong, should sell at market price. It is absurd to think that Gold Medal flour costing you \$7 per barrel is better than your neighbor's across the street who paid but \$5 per barrel. If you expect to sell a standard article that every family is familiar with it must be sold pretty nearly at the right price, or it will stay in your store unsold. In our age nearly every family is getting daily market prices and know the value of the article. And since there was such a sharp and swift advance in price recently, especially on sugar and flour, can it not be possible to have the same effect on a decline? Is it not also true that the mills have advanced their prices of flour, with a large supply of wheat on hand, at the low price? The grocer is censured unjustly by many. He as a rule sells sugar, and quite frequently flour also, for less than it cost him to handle, and would it not be for other merchandise which he sells to overbalance the loss, many more would be "crushed to the walls." Will you sell your bank stocks at a reasonable profit, or do you ask book value? Will you sell your city lots at 20 per cent. advance, or will you take the highest market price? Do you buy stocks and bonds for an investment, or do you sell at par plus a certain percentage? Has not the grocer, or any other merchant, as much right to invest his money in merchandise, anticipating higher market prices, as has the banker, real estate man, or the speculator who buys grain before it is sown in the ground? I know of a flour and feed firm who bought 15 carloads of feed last July at a certain price, to be delivered during October and November. They can sell all of it at a very nice profit without touching it. They, however, decided to keep the buy, as they must have feed at that time. In your opinion, I suppose they ought to sell it retail for a great deal less than the present wholesale price, because they bought when the market was low. Can the editor name one merchant who does not change prices regardless of the cost if the market changes? I would like to meet that man.

Respectfully,

I. M. ROTHENBERGER.

AMONG THE TRADE.

Halpen, Green & Co.'s six teamsters have been on strike during the week, and the firm have been somewhat disturbed in their delivery department. The strikers intimidated substitutes which the firm employed and induced them not to take the jobs, and also cut the traces on some of the wagons. The strike is for higher wages and for other privileges, as demanded by the International Teamsters' Association.



Those who know the delicious uses of **MAPLEINE**

will thank you for supplying them
ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.
Crescent Mfg. Co.
Seattle, Wash.



Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The New York Letter

Health Bureau Issues Remarkable Bulletin on Butterine. Sugar Refiners Claim They Have Protected Domestic Trade by Refusing to Sell England All She Wanted. Motor Delivery Truck People, Tobacco and Gasoline Interests Will Fight Proposed War Taxes. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, September 18, 1914.

What is considered a very remarkable bulletin was issued by New York Department of Health during the week, and shows more than anything else how oleomargarine has lifted itself in the last few years in public opinion. The bulletin was headed, "Unfounded Prejudices Against Wholesome Food Products," and was an argument for the healthfulness of oleomargarine with some remarks about the New York regulations covering its sale. Criticism was also made of the oleo taxes.

Some extracts are considered important enough to reproduce:—

Oleomargarine was devised by the French chemist Mege-Mouries in 1870. Reasoning that butter fats in milk were the result of the appropriation and secretion in milk of certain fats of the cow, he showed that that portion of fresh clean healthy beef fat which can be separated at a low temperature from the fat having a higher melting point when churned with milk or mixed with butter formed a substance which very closely resembled true butter. Artificial color and salt were added to emphasize this similarity.

The term "oleomargarine" is now used in a broad sense and includes all mixtures of animal and vegetable fats, alone or mixed with milk, cream or butter, that are used as butter substitutes. The United States defines oleomargarine as "All substances heretofore known as oleomargarine, oleo, oleomargarine oil, butterine * * * made in imitation or semblance of butter, or when so made, calculated or intended to be sold as butter or for butter."

Since the original patent taken out in this country in 1873 by Mege-Mouries, numerous patents, in essence very similar to the original, have been granted. The following represents a standard method much in use in this country. The fat is taken from the cattle in the process of slaughtering, and after a thorough washing is placed in a bath of clean, cold water and surrounded with ice, where it is allowed to remain until all animal heat has been removed. It is then cut into small pieces by machinery and pressed through cheese cloth in heated presses.

The first pressing yields Grade A extra oleo oil, the stearin oil all being left behind. Subsequent pressings give lower grade products. In similar fashion a product called "neutral" is made from leaf lard. In the further manufacture forty parts of oleo oil, ten parts of "neutral," twenty-five parts of June

creamery butter, fifteen parts of milk and ten parts together of cream, salt and cottonseed oil are mixed and churned in exactly the same way employed in the making of creamery butter.

Early in the history of oleomargarine the question was raised as to its healthfulness. Some of the most celebrated chemists of the country have testified to its nutritive and healthful qualities and called attention to the fact that it is necessary to use the best materials in order to get a salable product, free from disagreeable flavors.

It is interesting to recall that Professor Chandler, of Columbia University, was asked by the Board of Health of the city of New York to investigate the subject of oleomargarine. In his report of May 2, 1881, this well-known authority said: "I regard it as a most valuable article of food, and consider it entirely unexceptional in every respect. In this opinion I am supported by the best scientific authorities in the country."

Experiments by the celebrated Professors Rubner of Germany and Atwater of this country show that there is scarcely any difference in the digestibility of oleomargarine and butter. In this connection, it may be well to call attention to the fact that the process of making oleomargarine incidentally pasteurizes the product. To those who are familiar with the manufacture of butter this will at once be recognized as a distinct advantage possessed by oleomargarine.

It was very soon recognized, however, that this artificial butter would hurt tremendously the butter industry of this country, and controlling legislation was enacted, not only by States, but also by the Federal Government. The Congress of the United States passed an act to control the manufacture and sale of oleomargarine, which was approved August 2, 1886. It provided that manufacturers of and dealers in oleomargarine pay an annual tax as follows. (It is interesting to note the difference in tax between the colored and the uncolored product.)

SPECIAL TAXES.

| | |
|---|-------|
| Manufacturers of oleomargarine | \$600 |
| Wholesale dealers in oleomargarine colored artificially to look like butter | 480 |
| Wholesale dealers in oleomargarine not artificially colored... | 200 |
| Retail dealers in oleomargarine colored artificially to look like butter | 48 |
| Retail dealers in oleomargarine not artificially colored..... | 6 |

TAXES ON PRODUCT.

Oleomargarine (artificially colored), 10 cents per pound.

Oleomargarine (not artificially colored), ¼ cent per pound.

The purpose of these various taxes is evidently to discourage the sale of a food product which, if injurious, should not be marketed at all, but which, if wholesome, should be given a fair chance in competition with other foods. While the

law does not prohibit the use of coloring matter in butter, it imposes a heavy tax, making the use of coloring matter in oleomargarine prohibitive. At the present time the manufacturers of oleomargarine avoid paying the higher tax for an artificially colored product by adding 20 to 25 per cent. of June creamery butter to their finished product. Although cheaper than paying the tax of 10 cents a pound, this practice entails an increased cost amounting to at least 3 or 4 cents per pound.

One of the features of the week was the naming by the California Associated Raisin Company, which is the new raisin combination, of opening prices on new seeded loose Muscatels. The new prices were: Fancy seeded in 16-oz cartons, 6⅞ cents; choice, 6½ cents. These prices being f. o. b. the Coast and for large quantities.

The trade were expecting higher prices than these and are fairly well satisfied.

The sugar refineries claim that their policy in refusing to sell to England all the sugar they could have sold to her, has kept prices

much below where they would otherwise have gone. They say that had importers and refiners generally acceded to this demand from England, instead of adopting the policy of keeping their available supplies for the domestic demand, our consumers would have been without refined sugar and our refiners without raws and the immense rise in prices, so confidently predicted by many, would now be in full progress.

All British refiners buy and sell raw sugar as well as refined and act at times in the capacity of merchants.

As it is, Great Britain, cut off from buying here, sought other markets and has secured enough sugar elsewhere to meet its wants for a long time to come, as to raw sugars, except for immediate use, but still requires a certain amount of refined from us, which cannot be had elsewhere. This demand may continue through the coming months to extent of say 25,000 to

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Didn't Know You Sold That.—No matter how big or how little your store is its entire stock should be on display throughout the year at different and appropriate times, and of course in different quantities.

There's never a time you place an odd thing in a prominent place that you don't hear the remark—"I didn't know you sold that."

It's the only way to keep your stock cleaned up.

A brand that is a dead one with you may be a good seller in another town and people are constantly moving from other towns. But just because it is a dead one is all the more reason for cleaning it out. Said a woman the other day—"It's years since I saw cocoa shells and had no idea you carried them; I'll have 2 pounds."

That's typical of other things. But remember that in conjunction with your odd brands or odd articles there should be displayed some of the Nationally advertised goods so as to give color and life to the whole.

What Oysters Sell.—Oysters sell things for you if you go about it right. A tub of shells well set up is always striking. Now what are the proper things, the suggestive things, to arrange around this tub? Not bacon and hams.

Not salt mackerel and oatmeal, but just think of the things that "go" with oysters and the things necessary for their proper preparation for the table.

Oyster cocktail sauce, tabasco sauce, horse radish, tomato catsup, white pepper, lemons.

Are not these some of the things you reach for when you sit down to your plate of half shells in the restaurant? Why not at home? Half the time it's because we, as grocers, are not clever enough to put the right things in the right place. It stands to reason that you will sell twice as much horse radish when the bottles are mixed up with oysters in the shell than you would were the goods shown on the counter. It's only a matter of getting away from the usual to the unusual. One is general and the other is specific. In the one case you don't taste the horse radish on anything in particular, in the other case you taste it with the oyster and must have a bottle "right now."

Another thing—in selling stew oysters the idea of suggesting oyster crackers, cracker meal, and even your sample bags of flour is a good one. It shows that we are alive to the game. Women like this—they like to be told. They're not supposed to be in the store, to think. We're the paid thinkers.

30,000 tons per month, but in the absence of domestic demand, this amount can be readily spared without advancing prices. What might have been a critical situation at this time and in October has been beautifully solved by the policy used under extraordinary war conditions to protect our home interests.

Refiners now are in position to meet the foreign demand for refined without detriment to the domestic interests, and the result of this transfer of business on the reduced scale of Britain's requirements has caused an easier tone to our raw market, with more desire by holders to sell their warehoused sugars as well as supplies for shipment.

The users of motor delivery trucks of this city are very much up in arms at the proposal of Congress to put a two-cent tax on gasoline. They claim that such a tax would very seriously discourage the extension of motor delivery, but they are perfectly willing that pleasure cars should have a tax put on gasoline used by them. They claim that this would represent an increase in the cost of operating the

average truck of 15 cents a day, or \$45 a year, that this would probably amount to \$550,000 on the motor trucks engaged in business throughout the country.

The Motor Truck Club of America has adopted and sent to Congress the following appeal:—

To the Honorable, the Committee on Ways and Means of the House of Representatives of the United States, Washington, D. C.:—

Respectfully represents the undersigned, the Motor Truck Club of America, comprising motor truck owners, users, makers and dealers, operating over 3,000 motor trucks in active mercantile transportation—

That it has come to our attention that your honorable committee is considering the taxation of gasoline as a source of governmental revenues.

In such a situation, this club desires to endorse the principle that, whenever taxation becomes necessary to produce revenues, it should be imposed on such articles as are the luxuries of life, rather than upon those which serve the public necessity and convenience, and

That whereas certain uses of gasoline serve the ends of luxury and pastime and might very properly be taxed to meet the existing deficits, nevertheless, the placing of the proposed tax on gasoline consumed in commercial transportation and similar service would add a serious burden to the further introduction of motorized transportation utilities—a public improvement quite as much to the advantage of the Government and all the people as to our members directly—and would be-



Walker Bins Win Instant "O. K." of Both Mechanic and Grocer

WALKER BINS are the acme of perfection in workmanship, material and finish. They put all your stock at your finger ends, save time and confusion in handling stock, save stock of perishable nature by keeping it clean and protected from dust. Don't think you "can't afford" an up-to-the-minute store—you CAN'T afford NOT to have it! Get wise! Let us tell you how we make stores make more money. Take a minute off and write for catalogue "G."

WALKER BIN COMPANY
Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding
PENN YAN, N. Y.

47—You should push nationally advertised goods to the front because the right kind of national advertising makes a product thirty times easier to sell than the non-advertised product.

¶ In St. Louis, Mo., not long ago somebody dug into the chocolate business. They found that fourteen brands were selling in that market, four of which were regularly advertised—nationally advertised—and the balance of which were not advertised.

¶ The four advertised brands had ninety-seven per cent of that trade, the other ten brands divided the other three per cent. There may or may not have been difference in quality; certainly there was not enough to account for all this difference in sales.

¶ The difference in sales came from the difference between advertising and no advertising. By reason of the advertising four brands became thirty times easier to sell than the other ten.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steere Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

come burdensome to actual commercial activities, rather than merely to luxury and pastime;

Therefore at a meeting of this club, held Wednesday evening, September 16th, the undersigned, respectively president and secretary, were instructed to communicate with your honorable body, present the above views and urge that in any taxation measures, the burden of a gasoline tax be withheld from motor truck fuels, either by specific exemption or through some form of rebate to be remitted upon proof of such use for strictly commercial purposes.

Very sincerely yours,
GEORGE H. DUCK,
President.
ELLIS L. HOWLAND,
Secretary.

There is also a vigorous fight on here against the tax on tobacco products, and representatives of the tobacco industry are organizing, and will do what they can to prevent this part of the Tax Bill from going through.

The oil interests are also arranging to oppose the gasoline tax and many telegrams of protest have already been sent to members of Congress.

SUMMARY OF THE MARKETS.

Coffee dull, as roasters have filled up their trade. General feeling easy and soft.—Tea quiet with some holders shading prices on account of new arrivals.—Rice somewhat stronger after the recent decline; situation not unduly strong.—Spices quiet and unchanged, buyers taking for immediate wants only.—Refined sugar unchanged from a week ago with raws slightly weaker.—Dried fruits unchanged.—Wheat considerably lower than a week ago upon free arrivals.—Flour easier by reason of the decline in wheat. Business dull.—Domestic sardines first higher, but closed the week about 50 cents a case lower, due to increased catch. The market is unsettled.

The Latest is Canned Japanese Oysters.

Pacific Coast jobbers are now handling canned cove oysters packed in Japan. The oysters are said to class as extra selects, are large in size, and the cans are of standard American dimensions for the 5-ounce grade. While the appearance of the oyster is decidedly good, the flavor is somewhat different from the American product, and this may delay their popularity somewhat. The importers assert that Japanese oysters eventually will become a most important item in the coast market, although it is admitted that possibly the war may prevent general shipping and packing temporarily. The 5-ounce extra selects are the only ones offered so far. Jobbers are selling them at \$1.25 a dozen.

Hardware—Tools—Specialties

Latest Specialties for the Hardware Stock.

A new kitchen table has a top of one piece porcelain enameled steel, which needs no covering and cannot be burned with hot dishes or stained with acids. It measures 42 inches and has a large drawer and retails for \$12.50.

In the line of shears and scissors a Bridgeport, Conn., manufacturer is offering goods of a reliable quality that sells for 10 and 25 cents. This low price merchandise is made from specially selected cutlery material, all being carefully adjusted before leaving the factory, and have keen cutting edges. The line consists of household and dressmakers' shears, women's pointed scissors, blunt and pocket scissors, barbers' shears, buttonhole scissors, etc.

Screw drivers and tool sets in a number of different styles are recent productions of a Chicago plant. One set which is especially a handy kit consists of one friction drive handle with a four-jam screw chuck and eleven high class crucible steel tools, all put in a substantial Khaki roll. The handle is adapted for all rotary work. The roll weighs nine pounds and they are packed one-quarter dozens in a box.

A folding steel square that is absolutely accurate, and which can be folded up to put into a small tool chest, is a new and valuable addition to one tool-maker's line.

Stock of Foreign Cutlery Exhausted.

One of the hardware lines which has already felt the effects of the European conflict is pocket cutlery. All importations have entirely ceased. As evidence of how important a part imports in this line play in the hardware business, it will be realized when the statement is made that in value foreign cutlery constitutes from a third and upwards of all the pocket cutlery sold in this country, the remainder being American goods says the "American Hardware Journal." Cutlery importers remark that due to conditions a slight advance has or will be made from 5, 7½ to 10 per cent. An advance in price on scissors and shears was made before the war was even considered; this was rendered necessary by increasing manufacturing costs.

As to stocks of pocket cutlery on hand, and how long, even under normal conditions, they would last, there seems to be consensus of opinion that it will be but a few months at the most when broken stocks will only remain. Already customers are besieging the offices of the cutlery importers, asking them to disregard shipping dates and forward complete and increasing orders at once. Practically every importer is taking care of regular trade, but orders in many cases are pruned. Most dealers are anxious to be sure of a supply and are therefore doubling and tripling the size

of orders. There seems to be a disposition to take care of regular trade as much as circumstances will permit.

According to statements of importers, the cheaper grades, from 25 cents and under, at retail, will be out of the market shortly, as these are imported goods. Some of the higher priced goods form a considerable volume of the imported lines. The advances in price now made will doubtless remain for a long time.

Boots Shoes Findings

Men's New Season Footwear.

The new fall and winter styles are being shown in the stores and the styles, both for men and women, show some marked difference from those of last season. Even the illustrations of the new models used by the manufacturers differ from the actual lines placed on sale. The men's wear display severe lines, have low heels, broad shanks, tapering toes, few perforations, blind eyelets, few hooks, hookeyes instead of pull straps. They have a general tendency toward thinness with less weight. Men's cloth tops, in natural shades, have come to stay, authorities predict, for general wear, and are a welcome innovation to a stringent leather market.

Uncertainty in the Shoe Trade. Prices Advancing. Outlook For Next Spring.

A great deal of uncertainty is evident in the shoe trade—more among the manufacturers than the retailers. The latter, of course, are dependent upon the attitude and action of the former, and this is where nearly everyone is "up in the air." The "Modern Merchant and Grocery World" has been following developments closely and reporting current conditions in this department as they have occurred in the different shoe-making centers of the country. Prices have been advanced and in varying amounts, and, as yet, there is no concerted movement to increase the cost of footwear unless on the individual initiative of the manufacturer. Where this has not actually been done, the trade have been cautioned to expect such a movement when circumstances compelled.

Conservative manufacturers and distributors, including wholesalers, are now advising their dealers and the general merchants to proceed slowly, as it is problematical just what the European war may mean to the shoe trade. Manufacturers who are usually outspoken in their opinions on any topic

affecting the trade are now inclined to be unusually reticent. This means, of course, that no great dependence can be placed on the future supply of raw material, findings and accessories; hence when prices on finished goods are discussed there is no firm basis upon which a reliable estimate may be figured. It is not believed that the average shoe manufacturing concern is any too heavily stocked with the essentials to assume other than a cautious position toward the market. At least, this is the opinion of well informed retailers.

However, the trade is convinced of one thing and that is if the war should stop immediately the same shoe merchants are or have been handling will cost more money. Just how much is a variable quantity. Some lines that have already gone out for next spring, the season to which the trade is now looking forward, have been advanced from 5 to 25 cents a pair, as to quality and grade. According to the views of a wholesaler selling in nearly every section of the country, if the shoe merchants on January 1st next have done only 75 per cent. of a normal business it would not be surprising. On the other hand this same authority admitted that the sales at that time may show a gain. This variance of opinion represents or reflects the uncertainty referred to all along the line.

It is also reported that some manufacturers who sell general merchants direct are not making new samples, their salesmen showing the same lines carried last year at this time. In the cities, of course, a different course is being pursued, as many radical changes in models—appearance, finish, style—are demanded. Others are following the policy of taking only half their customary volume of orders. As previously observed, different policies are being adopted and followed according to different judgments and the different positions that manufacturers find themselves in as regards supplies of materials. At the present time stocks of shoes in the country are said to be ample to last for a considerable time. They may and probably are not the shoes either the retailer or his most particular customers planned to sell or buy, but under necessity they would be satisfied. It is on this fundamental idea that the serious thought of the trade advises retailers to reduce their stocks as much as possible. This new view, it is also true, is not shared by all alike, and for obvious reasons.

Western manufacturers, who sell almost exclusively to the southern trades, have had troubles of their own apart from the foreign fracas. They have likewise been anxious over the threatened shortage of raw material and minor supplies, but their immediate cause of worry is the peculiar condition in which southern general merchants and retailers have been placed by the slump in cotton. A number of large plants were shut down for a while, but are now opening again as the outlook for the sale of their products is brightening. L. V. Roach, vice-president of the Hamilton-Brown Shoe Co., St. Louis, in speaking of the situation,

aid: "Business has been depressed because shoe merchants in the South have bought stocks conservatively. The European war has also caused a decided lull. The uncertain outlook for the cotton crop has sobered them. I believe now things have changed for the better. There has not been much effort to work up the foreign trade because of the unsurmountable difficulties in the way."

Dry Goods Notions Knit Wear

One Button Union Suit a Late Arrival.

The new union suit made by the Field & Hatch Knitting Co., previously mentioned in this department, is of the one button variety and is of unique, but practical design. The selling argument which is being featured is that a patented flap over the chest of the wearer does away with the customary nine or ten buttons down the front. A great deal of attention is now being given to the cut and wearing comfort of garments of this kind by manufacturers. It is generally recognized there is room for improvement in not a few particulars, so as to make them more popular and better sellers. When the merits of these "reformed" union suits are made known to the public and the retailer in other than ineffective freak ways "originated" by pseudo-merchandisers their wide sale is a foregone conclusion, according to the rules of the game.

Merchants Preparing For Active Season.

Wholesalers and jobbers report the general merchant, with the arrival of a cool spell, has appeared in the market and is buying much more generously than for months. Their orders are for the major part for immediate delivery. In the Middle West the same conditions prevail, according to advice from that section. Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Distribution of dry goods at wholesale continues heavy. Cooler weather during the past week has had a stimulating effect on retail sales, starting a demand especially for heavier ready-to-wear apparel and merchants holding their fall opening at this time have been very successful. A large number of merchants have been in the market, many of them making their second visit within a month's time, showing that they are keeping in close touch with conditions and not committing themselves far in advance.

"The favorable government crop report during the week and the high prices farmers are receiving for all grains has led merchants to operate with increased confidence. Spring bookings of ging-

The Sure Way

to keep your business going is to seek out and take advantage of every business opportunity and not let a single one escape you. The merchant who carries no stock has nothing with which to create enthusiasm and make or wage an earnest fight for all the business he can get in his territory. We don't advocate the merchant loading up with merchandise beyond his ability to carry, but a good big assorted stock, well selected, well bought and paid for, creates an enthusiastic desire to tell your customers about this big stock that you have purchased. It also keeps your regular quality uniform for a certain length of time without change. The result is a large run of increased orders just because you had the selections of merchandise on hand, believed in it yourself and for that reason told your customers all about it. This is successful merchandising and in nothing can it be so readily demonstrated as in Tea. The merchant who carries an assortment of quality Tea, who will make a display, keep it in sanitary condition, push Tea, work Tea, talk Tea, advertise Tea, is the merchant who sells the Tea. Such a stock bought from Parke with the Parke guarantee, your money back during that crop year if you want it, will help any merchant increase his Tea business and make a lasting growth of business that is not temporary but permanent. Don't say it can't be done, be convinced, try it and get results.

L. S. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.

hams and laces continue to show good volume."

In their regular review of the market the John V. Farwell Co., Chicago, comment as follows: "Sound basis activity is no longer in doubt. Merchants who are prepared with satisfactory stocks to meet the consumers' demands, will enjoy a good trade. The situation mentioned some time ago that there would be a positive scarcity of desirable dress fabrics, especially wool dress goods and silks, is now being felt. Merchants generally, feeling that markets are at the lowest level, appreciating scarcity of dye material and uncertainty of what can be furnished later, are freely supplying their present needs from stocks on hand. Consequently wool dress goods and silks have shown a phenomenal increase in sales. This applies also to other imported novelties. Cold weather and opening of school have given impetus to retail movement of hosiery, underwear, blankets and comfortables.

"All desirable foreign wool dress goods have been taken up with uncertainty of delivery for spring by foreign manufacturers. Mills' prices on silks rule firm. Roman stripes are strong sellers. Style indications point to popularity late into spring. The arrival of a shipment this week of velvets and velveteens from Liverpool relieves shortage caused by tremendous demand of these fabrics."

New Selling Plan Described as Unique.

A Western firm specializing on waists to retail at \$1 and \$2 each has originated a selling plan which is described by experts as unique. The merchant who handles the line is given exclusive representation in his town and the contributing territory. The plan, which has been in operation six months, calls for a contract under which the merchant agrees to receive a certain quantity of waists each week for a year, the quantity varying to meet the demand during the seasons when demand varies. Shipments are made, therefore, in comparatively smaller quantities each week instead of in large quantities at much longer intervals, and styles may thus be freshened constantly.

The retailer agrees to maintain a maximum price of \$1 and \$2 on the

lines. He can sell the goods as cheap as he likes, but cannot ask more than the fixed maximum. To take care of close-outs on account of soiled or mussed goods, the merchant receives a certain percentage of each purchase at a reduced price, so that number can be closed out at half price and still allow the retailer the regular margin of profit. The retailer agrees to advertise a certain number of times during the year in his local paper and to display the goods on the ground floor of the store.

New Lines of Dress Goods. Latest Shades in Colorings.

A number of the 1915 lines of worsted dress goods opened in the primary markets last week contain a number of radical innovations; there are new weaves, weights and shades. Many of the cloths are one and a half ounces lighter than the dress goods shown a year ago. There is a marked tendency to goods lighter in weight. The fact that dresses and street costumes will be designed in a way that will call for a larger yardage of goods than in some time, and that much draping will characterize the fashions for next spring, makes it necessary to produce fabrics possessing the best possible draping qualities.

Highly lustrous satin cloths and open weaves on the voile order are the outstanding features of some of the new lines. The satin cloths are plain weaves with a cashmere finish, and others are in plain and diagonal stripes, having also a high lustrous finish. Very narrow poplin weaves, lightweight and lustrous, and fabrics of broadcloth construction in which the poplin idea is exemplified, are among the most attractive materials being offered. Other goods include serges in the finest twills, very soft to the touch, new ideas in gabardine weaves in fine and medium qualities and wool grenadines. There are new weaves in weaves in panamas and a wide variety of small stripes and checks in the most lustrous kinds of finishes. A few crepe effects were shown, but differing in a marked degree from any displayed last season.

Voiles made from hand-twisted yarns in a number of fancy weaves have been produced without sacrificing the draping qualities so essential. In one of the

voile weaves that is expected to sell freely the pattern runs across the cloth. Black and white stripes, and black and white checks in very neat designs are expected to occupy a very strong position next season. A striking feature of the lines shown is the subdued tones of the colors. It may be a trifle early to hazard an opinion on the shades that will be leaders in the spring, but enough is already known to warrant saying that the favorites will run largely to bisques, greens from resida to dark green and for blue from Hague to crow. Prices are stiffening as a matter of course, but should the predicted drop in wool materialize the tendency may be the other way.

Vegetable Dyes Unfit For Hosiery. A Manufacturer's Unlimited Price Offer.

So much has been heard by the general merchant of the so-called dye stuff situation as affecting the cost and production of hosiery that its sincerity is questioned at times. In other words, conditions due to the foreign war are being used, it is believed for unholy purposes—to boost prices or to "throw a scare" into merchants concerning an alleged scarcity or shortage in goods. Evidence of this is not lacking, and it was in reflection of this feeling that the "Modern Merchant and Grocery World" published recently, "The Dyestuff Scare and Hosiery—Action of Manufacturers Who Impose Conditions." Just how hard this hit the nail on the head remains to be disclosed as time passes, but it is fair to say that one prominent manufacturer, at least, promptly states his position in the following unequivocal manner:—

Easton, Pa., Sept. 11, 1914.

To the Editor.

Dear Sir:—In regards to the dye stuff situation and the statement in the article that hosiery men had the scare I would say that, as far as we are concerned, we have good reasons to have a scare. In reference to dye stuff we have been endeavoring to purchase a stock of dye stuff and have made offers without any limitation of price and under these conditions have been unsuccessful in securing any quantity. Consequently we feel that there is good reason to believe that hosiery manufacturers will be very short of dye stuff inside of the next sixty days.

While vegetable dyes, that are not absolutely fast, may be used on some lines of goods, on hosiery it is absolutely necessary to have colors that will not crock or, in other words, rub off.

Yours truly,

CHIPMAN KNITTING MILLS,
W. Evan Chipman, Secretary and Treasurer.

Some New Articles for the Fall

To accord with the lines of the base all the new corset models show a slight curve in at the waist and are very straight in the hips. They are low medium in the bust, and are lightly boned, having an elastic across the back to make them fit snugly.

Very smart are new umbrellas for women. They really set a new fashion being long and slim and straight, with covers of shining silk in red, blue, green, brown, purple or black. They have smooth, long handles of virgin ebony, with tops of ivory in colors to match the silk.

Notion Novelties.

Calvin M. Smyth, of Young, Smyth & Field Co., informs the "Modern Merchant and Grocery World" that with the exception of hosiery, everything in the other lines they handle, including notions, have been advanced in price due to general market conditions.

A Cleveland concern, which manufactures a line of dress hooks or fasteners, has recently announced two new small sizes as ready for the market. The new hooks adapt them for use on lace, nets, chiffons and the sheerest fabrics. Heretofore the fasteners were confined to the heavier cloths, as only the larger sizes were made. These dress hooks cannot snap open or come unhooked accidentally; they are flat, invisible, rust-proof and do not bend or crush in laundering. As articles of this kind are largely manufactured in Germany and Austria, the supply has been almost cut off. The American article, however, is in full stock and prices have not been advanced.

On foreign made snap fasteners the American agency of one of the best known has been compelled to notify the trade that "because of the war situation

Some soaps, sold to you because of a "promised" demand, do not bring profit and additional business.

If ordering **Fels-Naptha Soap**, however, you're safe in stocking any time, because the demand is always steady, healthy, growing.

Say "**Fels-Naptha**" to your jobber, to-day.



on in Europe, we are placed in the embarrassing position of being unable to secure goods, and as a consequence we are obliged to take all snap fasteners on the condition that we fill them whenever we are in a position to make shipments, without giving any

promise as to a definite time or date. For all additional orders we are obliged to advance the price, owing to the fact that we must anticipate increased expenses when shipments are resumed. An increase in the cost of raw materials must be provided for."

The Grocery Markets

Tea.

The tea market shows no change for a week. Values are fairly well maintained, though there is no indication of any further advance. There is plenty of tea in the country for current wants, and future shipments are arranged for, but stock is coming forward more slowly than usual. The demand for tea is very moderate.

Coffee.

The coffee market is very dull. Everybody is afraid of the market, and buyers are holding off except as to immediate wants. Values are easy. Coffee has been bought very cheaply in Brazil, both Rio and Santos, and when it gets into this country the effect can hardly be otherwise than depressing, unless it is held in strong hands. Ordinary grades of Brazil coffees are weak, while the better grades are firmly held at a premium, by reason of comparative scarcity. Mild coffees are also weak, by reason of holder's desire to sell. Java and Mocha about unchanged from a week ago; both steady on a comparatively high basis.

Sugar.

The sugar market is about unchanged from a week ago, all refineries now shipping granulated at 7¼ cents. Raw sugar advanced a fraction and then declined again, and at this writing are about where they were a week ago. The demand is poor.

Syrup and Molasses.

Glucose declined 10 points during the week, mainly because it had no special reason for advancing when it did. Compound syrup went down with it. Sugar syrup is still very high at the recently reported advance, and molasses is high through the same causes. There is very little demand.

Canned Goods.

Tomatoes are unchanged and not very strong, in spite of the fact that cold dry weather is said to have greatly interfered with the crop. It may be said, however, that up to this writing, there is no definite indication of any particular shortage in the pack, though there may be a shortage if the weather for the next month is unfavorable. The demand for tomatoes is poor. Corn is unchanged, prices well maintained despite the prospect of a good crop in most sections. The Western corn, which is an important factor, is uncertain. Peas are dull and unchanged. Apples about on last week's level, demand light; outlook is for low

prices on new pack. California canned goods unchanged and quiet. Small Eastern staple canned goods unchanged and in light demand.

Dried Fruits.

Prunes are unchanged for the week, but there are predictions of lower prices, on the theory that the European demand will not be able to take all the surplus over our own consumption, which will mean more prunes to sell and lower prices. Peaches are easy, and the large peach and apple crops probably mean that they will continue to be easy for some time. Apricots dull and easy. Prices on new crop seeded raisins were named on Wednesday, on a basis of 67½ cents for fancy, f. o. b. coast and in a large way. This is about like last year and is not regarded as exceptionally high. The trade are not interested, however, because they bought rather freely of recently offered old freshly seeded raisins at a considerable lower price. Currants have slumped about 1½ cents, on the announcement of new supplies coming, and the price now averages 9½ cents in a large way.

Fish.

Mackerel shows little or no change. Prices are fair and available stock, both old and new, still scarce. Some new Norways are in sight, but they will go out at high prices until the situation as to shipping clears a little. Cod, hake and haddock, quiet at steady to firm prices. Domestic sardines are higher, so far as some packers' quotations are concerned; other packers quote unchanged. There are reports of more fish, in spite of the advances. Imported sardines are settling into a more definite basis. There are some Norwegians coming over, including considerable poor stuff, it is said. Salmon is unchanged. The demand at the opening prices has been large.

Beans and Peas.

Domestic pea beans have declined further, and can be bought on spot at around 10 cents per bushel cheaper than to come forward. The average price is around \$3. Marrows are unchanged, very scarce and firm on a basis of \$4.25, with growers asking 25 cents more for new beans. California limas on spot are steady at the decline reported last week. Futures are now priced on a basis which means about 6¾ cents delivered in Eastern markets in a large way. Earlier sales were made under 5 cents. The demand is light. New dried green peas

are quoted at \$2.15 in a large way, which is against \$2.30 asked for spot stocks.

Butter.

The receipts of butter are about normal for the season, and prices are about on the same basis as a year ago. The consumptive demand is better this year, however. The quality arriving is about as usual, and the market is healthy. No important change seems in sight.

Eggs.

The consumptive demand for eggs is very good and the market is firm at unchanged prices. Some strictly high grade eggs are commanding 1 cent more than a week ago. The market is active and the consumptive demand good. Continued good trading is looked for without much change in prices.

Cheese.

Full cream cheese is steady and unchanged, with seasonable consumptive demand. The market is firm at present prices. Owing to very favorable weather, the quality arriving is very good. The usual consumptive demand is looked for.

Provisions.

All cuts of smoked meats are steady and unchanged, with a good consumptive demand. Pure and compound lard are steady at a decline of ⅛ to ¼ cent, and with only a fair demand. Barreled pork, dried beef and canned meats are unchanged with slightly decreased demand owing to the cool weather.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

There is very little doing here in the evaporated apple market. There is practically no carload business coming in, the only trading being on small orders from the jobbing trade, and this is very limited.

New crop apples are ready for shipment, but the stock is not netting over 4 cents to 4½ cents to the makers, and there is practically nothing in it for them to dry the apples at these prices. The dealers are asking 5¼ cents to 5½ cents for prime, in fifty-pound boxes, for October or November shipment, but very few orders are coming in, and speculators' ideas are considerably under this. Choice quality is held at half-cent over prime, and it is expected that the quality will be very good this year, as the evaporators are getting unusually good green apples from the farmers.

There is a steady undertone to the raspberry market, 20 cents to 20½ cents being asked f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

Standard Canned Goods.

The unexpected has again happened in the tomato market. From a weak, declining market at the close of last week, there was a quick recovery based on unfavorable crop developments over Sunday, and on Monday morning there was a complete reversal of the situation. Everyone seemed to become bullish over night, and a big buying movement set in. Sellers in the week before became buyers to protect their contracts, and it was surprising to see how quickly the jobbers followed the market with orders to buy at the advanced prices. Then came a drop in the temperature from 90 degrees to 47 degrees in the city and still lower in the state, with a light frost, the first of the season, in some sections. There are usually two glut periods in raw tomatoes during the canning season, one late in August, and

the other late in September or early in October, but there does not appear to be any chance or a glut this season at all. On the contrary, not a cannery in Baltimore could secure enough raw stock this week to operate the factory a full day. At this time in the season they generally carry over night enough stock to start up with the next morning. The prevailing conditions, however, do not mean that the canning season here is going to be anything like failure, for there is yet a fair chance that the tomato crop can "come back" provided there is warm seasonable weather from now on, and a long open fall without a killing frost in October. The average date for a killing frost in this section is October 10th to 15th.

Because of these conditions the market was active up to the close of the week, with indications of further activity next week. Probably the most significant feature this week was the increased buying by Western tomato canners, as well as by Western jobbers located in the heart of the canning sections. They do not come here to buy tomatoes unless they are not sure of their own crop. Taking the results of the season to date, in connection with the present outlook for the crop, as a fair criterion, it looks like there is a strong market ahead for tomatoes.

In the other lines of canned vegetables, corn continues to be the strongest article, and the existing conditions justify the expectations of a firm market for it during the winter months. String beans are firm with a steady demand, and the new crop of pole lima beans is smaller than was expected. Canned sweet potatoes are growing in popularity with the trade, and the demand for them is increasing. The buying of the other vegetables was less than in the week previous, but there is not a weak spot in the list.

Seconds peaches and pie peaches were fairly active this week, and the prices were firm. The fall season for pears is at hand, but the receipts of the fruit are light, and the growers report a small crop. There are larger receipts of apples, and it does not now look like there will be any shortage in the crop. The buying of them increased over last week. Blackberries was the only item in the list of small fruits that show any life this week, and they strong at the price. Because of the light stocks of canned fruits, especially for this time in the season, they are firm as to prices.

No interesting developments this week in cove oysters; dull but firm.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Rice.

Steadily, and more apparently, business is adjusting itself to the prevailing conditions and the general outlook points to continued improvement in the situation. The demand for the past week has been rather slow and prices have taken on a slightly easier tone. This fact would indicate somewhat larger volume of receipts of rough, which naturally reflects itself in a narrowing down of former price levels. In reality conditions continue about the same as the previous week, so that except on certain special grades there is no real change in the situation.

The heavy rains which covered the entire rice belt a week ago, have ceased so that the planters have been able to proceed again with the harvesting and though there has been no marked accumulation of rough, the market could be termed fairly steady.

Advices from the South along the Atlantic Coast, report slight improvement, but it is not expected that the demand will enlarge to any material extent until the offerings of cleaned are on a larger scale. At New Orleans the demand is fairly active but with an increase in the output of the mills in greater assortment, it is expected there will be a much heavier trade movement,



Sell Her Sauer's Flavoring Extracts

Women appreciate good flavoring extracts and use them freely—the better the extracts, the more they'll use. Absolute PURITY and Fine Quality have made SAUER'S FLAVORING EXTRACTS the largest selling brand in the United States; you can sell more of them to your customers than you could sell of any other brand because they are BETTER. Make SAUER'S FLAVORING EXTRACTS your leader and you are sure of steady, profitable sales to satisfied customers.

The C. F. Sauer Company
Richmond, Va.



WHAT TO TELL CUSTOMERS

"SAUER'S FLAVORING EXTRACTS will add a new delight to your cakes, puddings and desserts—their fine flavor and strength come from absolute PURITY."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

the tendency of which will be to keep the market reasonably steady.

In the interior, Southwest Louisiana, Texas and Arkansas, it is reported that the heavy rains of the past ten days have injured the crop to an appreciable degree, more especially as to color, and the advices are that the "white" styles are becoming scarce and are, therefore, held firm at full prices. Rough receipts are coming forward in considerably large volume and the planters are beginning to realize the importance of adjusting their prices to a lower basis in order to get prompt returns for their products.

D. TALMAGE'S SONS CO.

New York.

Imported Fish Specialties.

There is a fair demand for salt herrings of all kinds. Buyers are not stocking up, and are buying supplies only from hand to mouth. Prices are just about on the same level as they were before the war broke out, and show no advance whatever. This week the first shipment of new Iceland fat herring arrived, the quality of which proved very satisfactory. Prices are about the same as they were at the opening of the market last year.

The Norway mackerel has opened in a very peculiar way. Quotations differ from various shippers, and the prices seem to be changing several times a day. The great difficulty seems to be that while buyers are ready to buy, and while sellers are very anxious to sell. In Norway there seems to be some difficulty in getting transactions settled on account of the difficulty or remitting the money over there. Most of the shippers would like to have the money over there before they ship the goods, and this is connected with a great many difficulties and expenses. Some shipments of Norway mackerel have arrived here, but the quality so far has not been satisfactory. We understand that the first shipment of real, fine, fat mackerel will be in only this week. We anticipate a very good demand for the Norway mackerel, as soon as the first shipments of real, fine, fat stuff will arrive. Of course, we cannot look for any low prices on Norway mackerel this season, because the expenses of bringing them over here are much too high, and besides the catch, although we have no definite and positive information about it, is certainly very much smaller than it was last year.

After the excitement in the imported sardine market that we have had during the last few weeks, the market has settled down to a more quiet and normal basis. Prices are holding their own for the principal reason that stocks are very limited. Of French sardines, of course there is practically nothing to be had. Of Portuguese, there is enough to satisfy a hand to mouth demand, and none of the receivers seem to be anxious to dispose of their goods, because they have not any more than the trade will easily take unless a very large shipment would be forthcoming, and that is certainly not going to be the case. Sprats have been selling very much better during the last week than they have practically during the whole year, principally for the reason that stocks abroad are practically exhausted, and stocks here are very limited. Norwegian sardines are coming rather freely, but there is a whole lot of trash coming here. Naturally every one is trying to close out all they have, and amongst the cheaper class goods is some stuff coming that has been rejected by some parties, and it is now being shipped over here on account of the scarcity of the goods. Prices for good stuff are holding up very well, and there is no reason why there should be any decline in price, as the catch of sardines in Norway is really very poor. There have been some good catches way out North, but the principal packing center of Norway, which is Stavanger, has had very little fish, and the weather was

too warm in Norway to allow transportation of those fish caught in the North down to Stavanger to be packed. Consequently, packers who have booked orders even at high prices are unable to execute them for lack of fish.

Then, also, a great many of the workmen have had to go to the front, and naturally, there is a shortage of hands in practically all the factories in Norway.

Aside from salt herring, we have received practically nothing in our line from Great Britain except a few barrels of mackerel. We have letters from our people in Belgium, advising us that the few cases of sardines which the government did not confiscate, could not be shipped out of the country, because Belgium has prohibited the export of all food stuffs. Consequently, no goods are coming from Belgium at the present time.

STROHMEYER & ARPE Co.
New York.

Spices.

The market is more active, with free buying of peppers, especially for consuming needs. The demand for spices during this and next month will be large and when the narrow stocks are considered prices are likely to advance.

Peppers.—The demand is good for both black and white peppers. Prices are generally firm, with acute scarcity for nearly all grades.

Cloves unchanged during the week, but very scarce. There is little on the way.

Pimento (Allspice) steady, better grades being in good demand.

Mace rather dull but steady. Prices unchanged.

Nutmegs very much firmer, with greatly reduced supplies. Higher prices are very probable.

Cassias.—Saigon scarce. Batavia very steady. China grades are dull and unchanged.

Gingers unchanged during the week and in only fair demand.

Green ginger root exceedingly scarce but in good demand. Additional supplies are expected before the close of the month.

Paprikas steady with somewhat firmer tone, due particularly to the uncertainty of new crop supplies.

McCORMICK & Co.

Baltimore, Md.

MARKET NOTES.

Tomatoes keep about the same—30 to 60 cents per basket. Some very fine tomatoes have been coming forward, but the season is being shortened by the cool and dry weather. Cannery are paying 25 cents.

Sweet potatoes are doing better—55 to 60 cents, against 45 a short time ago. A year ago they were 35.

Postum Cereal Co. Fills Late C. W. Post's Position.

It is announced that the Postum Cereal Co., Ltd., of Battle Creek, Mich., has recently filled the vacancy in chairmanship of that company by the death of Mr. C. W. Post. The officers of the company as now constituted are as follows: Carroll L. Post, chairman; E. B. Close, vice-chairman; M. K. Howe, treasurer; Arthur B. Williams, secretary. All of the above named gentlemen have been associated in the management of the business of the Postum Cereal Co., Ltd., for a number of years. Mr. Carroll L. Post is a brother of the late C. W. Post; E. B. Close is a son-in-law.



BEST FOR BABIES

Borden's Eagle Brand Condensed Milk

Ever since 1857 Borden's Eagle Brand Condensed Milk has been the leader for nursery and household use. It is an ideal food for babies, being rapidly and completely digested by the infant stomach. Thousands of people, who as babies, were successfully reared upon Eagle Brand, have grown up to rear their own babies upon it, and use it also for table use because of its unequalled quality and purity. You have no article upon your shelves which has a better reputation with consumers than Borden's Eagle Brand Condensed Milk, and none is more widely known. Recommend it to your customers, reminding them that every can is guaranteed to them.

Borden's Peerless Evaporated Milk

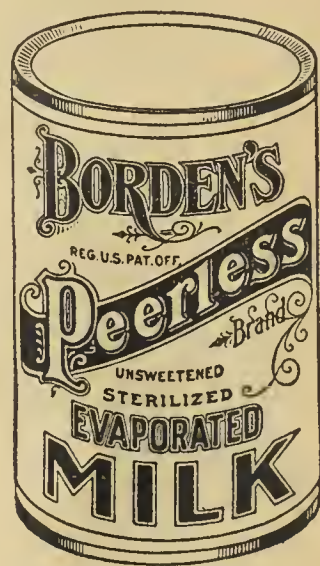
is the great standby of the American housewife for cooking and general household purposes. It is richer and better than most raw milk, adds a rich creaminess to gravies, soups and sauces; enriches and increases the food value as well as the flavor of every dish. All Borden's Brands, both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and are guaranteed absolutely pure.

BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best, purest and most nourishing infant food, as well as being perfect for table use."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



THE SCIENCE OF ADVERTISING

I feel like breaking into the regular criticism of advertising matter this week to say a word based on a statement made to me a few days ago by a retail merchant in a small New Jersey city of 10,000. He said he had been advertising regularly and steadily for nineteen years, but never in all that time had he received one order that he could positively trace to his advertising. How had he been advertising? In both the local newspapers, one of which was a daily, and in circulars of his own, issued every once in a while, averaging once a month at least. He said his business had steadily increased, and he laid that in part to the advertising, but he could trace nothing direct to it at all.

Of course there might have been several reasons for this. This man's advertising may have been paying him right along—paying him well. The orders he received may have been for the goods advertised, because of the advertising, but the buyers may not have mentioned the advertising. That very frequently happens—probably in the majority of cases, in fact. Where one buyer says "let me see that so-and-so you advertised this morning," perhaps a dozen will simply ask for what they want without anything more. So that the mere fact that he could not trace direct business is not necessarily controlling. If he had never received or-

ders for any of the goods advertised, it would be a different matter, but of course he sold the advertised goods right along, and what part of that business came from advertising, and what part was regular, nobody can tell. The steady increase in his business is pretty good evidence that in one way or another the advertising was pulling.

Then again his advertising may not have been of a sort calculated to pull direct orders. A whole lot of advertising is not. Generally speaking, my experience is that no advertising that does not give prices can expect to pull direct business. It stops in its persuasiveness short of the point where the consumer is completely persuaded to go in and buy. He does not know what the goods are going to cost him, and he knows they may cost him more than he wants to pay. If he could know, he might find the price easily within his reach. It is a great and often a fatal mistake not to quote prices in an advertisement.

Another factor may have really been that his advertising was good enough but put out in the wrong way, the paper he advertised in may have been poorly patronized, or his circulars may have been badly printed on cheap paper; or they may have been carelessly distributed. You would hardly think such a course of carelessness would persist for

twenty years, but I have known of cases where it has. Another thing is his advertising may have been badly written—not calculated to pull. I did not see any of it, and therefore cannot express an opinion as to whether this was the trouble or not.

Of one thing I am sure. If I had been advertising this long, and could not put my finger on a single cent's worth of business that I could credit to the advertising, I should get into the matter and find out the real truth. This is one of the cases where the services

of a professional advertising man are sorely needed, I should say.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Procter & Gamble's Big 1914 Earnings.

A statement of the earnings of the Procter & Gamble Company for the year ended June 30, 1914, just made public, shows that the total volume of business of the company for that year was \$65,822,079.83, with net earnings, "after all reserves and charges for depreciation, losses, advertising and special introductory work" were deducted, of \$4,247,706.49 available for dividends. Of this amount, \$4,067,706.49 was available for dividends on the common stock, amounting to about 32½ per cent. The common stock of the company is said to be quoted on the Cincinnati Exchange at 540 bid and 575 asked.

Get a New Safe for the Big Fall Trade



¶ Everybody agrees that there will be big business this Fall—have you got a good safe? Only \$27.50 will buy this. **Gibraltar Safe No. 125**—our special, the best safe for the money in the United States.

¶ Outside: 32 inches high by 22¼ inches wide by 22¼ inches deep. Inside: 18 inches high by 14 inches wide by 12½ inches deep. Weight: 750 pounds. Your name lettered on free.

¶ Made by the same people who make Howe Scale.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.



Pease to Please

Have you a trade who will pay a little extra for quality, a trade that appreciates fine goods if the price is reasonable. What a satisfaction it is to sell goods of this description—Trade builders.



SWEET PEAS—Cruiser Brand, Telephone variety, being large Sweet Peas, tender and fine flavor, selected and packed in their best state, being one of the most popular varieties in the market; price per doz., \$1.60.

SMALL SIFTED PEAS—Cruiser Brand, Little Sweet Champion variety, extra choice quality, early packing, small and tender and delicious flavor, making a dish "fit for a king"; price per doz., \$1.90.

EARLY JUNE PEAS—Cruiser Brand. These represent the best variety of Early June Peas, selected and packed in their best state, retaining the full flavor of fresh Peas; price per doz., \$1.00.

The CRUISER BRAND is a white embossed label, and make attractive goods to display

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Particular Women Buy
ATMORE'S MINCE MEAT

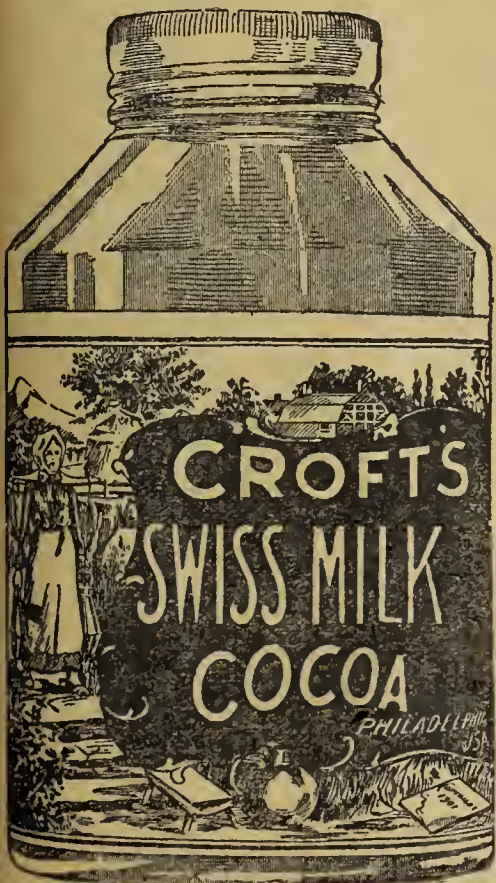
They know its reputation for
 Quality is based on fact

ATMORE IS THE ONE BEST SELLER

Since 1842 **ATMORE & SON** Philadelphia



How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia
 PENNSYLVANIA

Again in Season!

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
 PHILADELPHIA



When Your Boy Goes Back On You.

It seems to me that just about the toughest thing a fellow can have to stand is when his own boy goes back on him. That must be worse than having your wife go back on you, in a way. She was a sort of stranger and you took her in. But your boy—you built him out of the air, and when he turns against you and bites your hand—by George, it must be darned near the limit.

I've got a couple of kids, and if one of 'em ever did that to me, I think the old man would die.

I had a talk last week with an old fellow who's been a customer of mine ever since I went on the road. He was a good old man, as easy going as they make 'em, but with brains, don't forget that. I own up he was too easy going. He was so easy going that he was sort of on the edge all the time. You know what I mean—he didn't know where he was half the time, and was too kind of lazy to find out. I don't mean he was a loafer—nothing like it. He didn't have any system, that's the whole thing in a nutshell.

He's out of business now—been kicked out by his two boys. He was a good father, too—you could tell that by just hearing him talk to the boys in the store. Then I've known 'em for years and know all about 'em. I know he was a good father.

About four or five years ago these boys came into some money from their grandmother. They had it out in mortgages I believe at about 4 per cent.—that's all they pay in country towns—when the old man got tied up and needed money and they lent him about half of it at 6 per cent. They made him give 'em judgment notes for it, get that. Any difference between doing that and charging your mother interest? I don't see any. A fellow that will

do either one of 'em will plumb near do anything, I say.

The old fellow's business methods didn't get any better. They never do unless something happens to change 'em. It's a sight easier falling down hill than it is climbing up. He was doing enough business to make a good living on, and there wouldn't have been a pin point of trouble if he had only got busy and managed better.

A couple of years after he borrowed the money he got all balled up so that some of his creditors

were talking of coming down on him. He still owed the boys their money and hadn't even paid interest on it. What did they do but put up enough more money to get him out of his hole, get some more judgment notes for it, file 'em up in the county office and sell the old man out. They didn't exactly sell him out but they said they would if he didn't turn over the business and he did. Now he sits on his porch all day long reading the paper, living on a little money his wife had saved up. The wife

wasn't the mother of these boys. The mother died and he took another wife. Maybe that had something to do with it, I don't know. He's sixty-eight years old.

Now I don't know whether the boys would let their father starve. Yes I do know too—of course they wouldn't. Nobody would do that. But he'll be a charity on 'em all the rest of his life, for he has nothing, and all his wife has is the little she saved; that'll only last 'em over the winter. He told me so himself.

He can't get anything to do. You know what a swell chance an old fellow sixty-eight years old has to land a job. Maybe he could put up a job at \$6 a week, but that ain't going to keep him.

He told me the whole thing. The stepmother would have bit the tongue of the boys if she could—she blames her for the whole thing. He didn't seem sore—he was simply kind and sorry. He says the boys were right in a way.

You know there never was anything that didn't have two sides to it. These boys have got a side, a

The Ads are Coming in for the Ceresota Ad-writing Contest

¶ Is yours in yet? Don't you care for the \$20 cash prize? Seems to us \$20 would pay anybody for writing a 6 inch single column ad.

¶ There are two other prizes \$10 and \$5.

¶ The whole thing in a nutshell is to write a 6 inch ad to consumers exploiting the well-known excellence of

CERESOTA FLOUR

¶ We don't care a hang for literary quality. What is wanted is strong convincing talk, talk calculated to sell **Ceresota**.

To be in by September 30, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 ARCH STREET, PHILADELPHIA, PA.

would be all right—I suppose—the old fellow wasn't their father. Seems as if that ought to make me difference.

I was talking about the case with another customer up there, saying that a pity it was and all. And I did a few things about the boys, too.

"Oh they weren't so much to blame," he said. "They told me their side. All the people that know about the case say it was the only thing they could do. If they hadn't put up more money the old man would have gone into bankruptcy, for his creditors would have put him up. They couldn't afford to put up the money without getting something for it and they couldn't afford to lose what they'd already lent him. If they'd let the editors sell him out there couldn't have been a cent, so they had to put up more to save what they had in. Then they took over the business and out of that they gradually work out."

"But the old fellow was their father," I said. "Good Lord, are you supposed to treat your father as an ordinary man? He's been a good father to those boys." "Well," he said, "they looked at it as business."

That may be all right, but it don't seem much different from charging your father for his dinner when he comes to your house to see the baby. That would be business, too, wouldn't it?

Here is a letter the editor sends to me:—

Ansonia, Conn., Sept. 14, 1914.
Mr. Stroller.

Dear Sir:—What do you think of this? A certain grocer of this city gave out this statement that because of the war prices had advanced on sugar and flour, but as long as his present liberal stock lasted he would not do so. He owned sugar at \$4.40, was selling 4½ pounds for 25 cents, 9 pounds for 50 cents, 19 pounds for \$1.00. His 25-cent sales became fewer and far between; everybody bought sugar. One dame who owed him \$17.40 paid \$2.25 on account and bought \$2.00 worth of sugar. About ten days cleaned up his sugar and he bought on the market at \$7.50, and he cut his 25-cent package to 3 pounds, his \$1.00 lot 12 pounds and his customers called him a fraud and liar because he raised his price. The dame with the bill mentioned above took her cash and went where she could buy 3½ pounds for 25 cents, and branded him a social outcast.

Yours,
T. V. WENTWORTH.

Well all I got to say is this: that any grocer that would pass along a good thing like 4½ pounds of

sugar for a quarter, to a woman who was back in her bill, without making her square up, is a plumb chump. What he ought to have said to her was, "here Mrs. Jones I'm doing my trade a big favor by selling sugar at the old prices, for the market is way up. I don't think you ought to ask me to do it for you unless you pay up." If she wouldn't square up, all right—no cheap sugar.

I've got another thing to say, too—if that fellow had handled the thing right his trade would never have called him a fraud and a liar. Everybody knew sugar was high and he ought to have put this ad. right in the papers or on his circulars: "Sugar is way up. Price today so much. As long as my stock lasts I will sell at the old figures." Think that later, when his stock was gone and he advertised "My sugar's all gone; had to buy more; paid ———; my price ———," that anybody but a blamed hog would have knocked him?

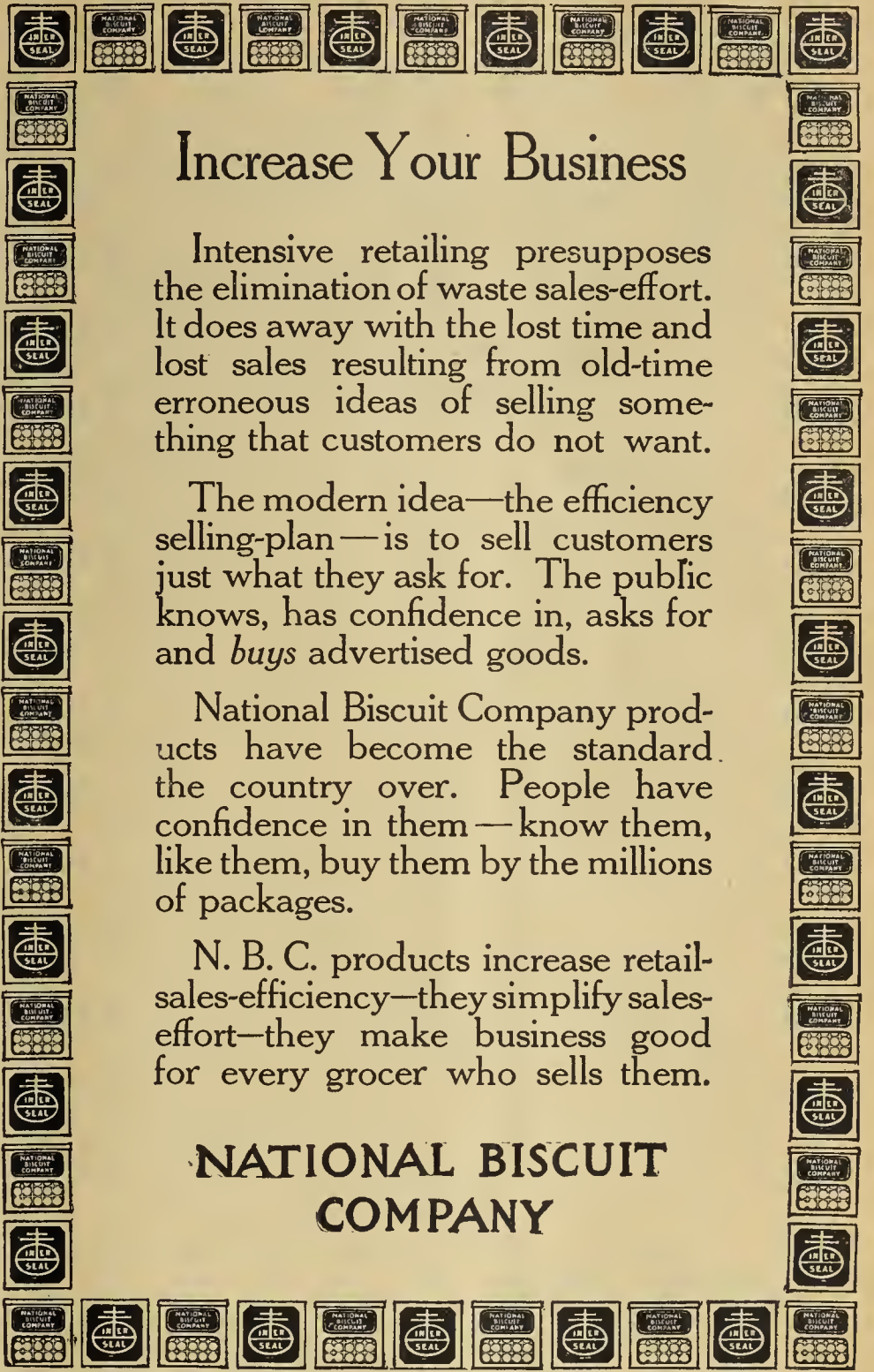
THE STROLLER.

Written for the "Modern Merchant and Grocery World."

What the War Will Do For American Nuts.

California Authority on the Subject Says Our Home Supply of Walnuts and Almonds Will Not be Half Enough to Supply the American Demand. Prices Sure to be Sensationally High.

It is very plain to see from the statistics furnished by the Treasury Department to what extent consumers in the United States are dependent upon Europe for their supply of walnuts and almonds, and the effect the present troubles abroad must have upon the distribution and prices of these two commodities. California is the only State in the Union producing either, what are known to the trade as English walnuts or almonds in commercial quantities, and apparently crop prospects in that State are fully up to normal, the quantity being estimated at about 10,000 tons of walnuts and 1,600 tons of almonds. As the quantity of walnuts consumed in the United States averages about 25,000 tons one can easily see to what extent they are dependent upon our friends across the water. France is just now the seat of one of the most gigantic struggles in history and it is hardly probable that she will have sufficient labor to harvest her present crops,



Increase Your Business

Intensive retailing presupposes the elimination of waste sales-effort. It does away with the lost time and lost sales resulting from old-time erroneous ideas of selling something that customers do not want.

The modern idea—the efficiency selling-plan—is to sell customers just what they ask for. The public knows, has confidence in, asks for and *buys* advertised goods.

National Biscuit Company products have become the standard the country over. People have confidence in them—know them, like them, buy them by the millions of packages.

N. B. C. products increase retail-sales-efficiency—they simplify sales-effort—they make business good for every grocer who sells them.

NATIONAL BISCUIT COMPANY

and if the struggle continues for any length of time it is hardly probable that should harvesting be possible any goods can be shipped.

It is reported that France has already placed an embargo upon the export of all food products. Walnuts have during the past ten years become almost a necessity in the average American household and prices the highest on record are possible.

The growers producing this product in California are very closely associated through local organizations and alive to the situation, and as the naming of prices is absolutely in their hands it is only natural that they should desire to get full value for their product, as they are well posted on the foreign situation. It is expected prices will be named within the next three weeks and they are being awaited by the trade with interest. So far

as almonds are concerned the proportion produced in California as compared to the consumption is relatively less than walnuts, and the prices already established by the producers in California are the highest in the history of the almond industry and compare favorably with the highest that ever ruled on imported high grade paper shells.

Unfortunately the area in which walnuts and almonds can be produced successfully and profitably is limited even on the Pacific Coast, and while this is being extended as fast as possible, it will be many years, if ever, before production will equal consumption.

* * *

San Francisco, Cal.,
September 14, 1914.

Plums are ruling at about the usual price 20-30 cents per grape basket. The demand would probably be larger if sugar were cheaper.



CCLXXVII.—A Beneficent Legal Principle as to Selling Stolen Property.

One of the most beneficent principles of the law, in my judgment, is that which says that nobody who buys stolen property gets title to it. In other words, no matter how many hands it goes through, if it was stolen in the beginning, the owner can always claim it no matter where he finds it. The foundation theory is that nobody can convey a title which he does not own, and where a piece of property is stolen not one of the persons through whose hands it subsequently may pass had any title to it, and therefore couldn't convey any. Every successive sale was void, and the owner can claim his property from the thirtieth buyer just as legally as he could from the original thief.

This principle works out in all sorts of protective ways. Not long ago a retailer who uses a considerable number of delivery wagons had one stolen. The driver was out with it delivering goods and left it standing in the street while he went into some neighboring houses to deliver goods. A passing negro stole it, drove it some distance, took the horse out of the shafts and rode it to a nearby establishment where dead animals are converted into fertilizer. He told a story about the horse belonging to his brother, and having vertigo so frequently that his brother had decided to get rid of him. He wanted him killed. The concern bought him for \$5 and at the negro's request killed him on the spot and at once converted his carcass into the various products in which they dealt. The horse was twelve years old, sound, kind and worth about \$200.

A little later the negro was arrested, and when the case had been sifted out, the owner of the horse made demand upon the fertilizer plant for \$200, the value of the horse. The concern

started to excuse itself on the ground that it was deceived by the negro, that it had no reason to believe the story false, that it had not been negligent, and so on and so on. Its own lawyer, however, told it that none of those contentions had anything to do with the case. The only point was that the negro had no title to the horse and the fertilizer concern therefore got no title from him. They therefore destroyed another man's property, and must account to him for its fair value. Finally they accepted this view, but claimed that the horse was not worth \$200, and that controversy is still going on. All parties now agree that the fertilizer plant must pay whatever is the fair value of the horse.

Not long ago I saw the ending of a somewhat similar fight over a cash register. It had been stolen from the original owner by a burglar who had broken into his store. The burglar had sold it somewhere, it had been sold again and again, and finally when the owner succeeded in locating it, it was in the hands of its fourth holder since the burglary. This was a small shoe dealer who had bought it cheap, and in perfect good faith, being wholly ignorant of the theft.

The owner made demand upon the shoe dealer for the return of the register, but the demand was refused, on the ground that the shoe dealer had paid good money for it, without knowing its history. He finally agreed to return it, provided the owner would refund the money he had paid. This was declined and the owner then replevined the register and started suit. His whole case was based on the principle that a seller of stolen property can convey no title to it, and on this principle first the lower court and the Appeal Court decided the case against the shoe dealer. He had nothing at all, except the

argument that as he had bought the register in good faith, not knowing of the theft, he should be protected at least to the extent of compelling the owner to refund the money he had paid. Nowhere did his argument receive any consideration, and at last he lost the register and the money he paid for it.

Just here is a lesson not to buy such things from strangers, or persons who cannot show a clear title from the original seller.

The only exception to this rule that the holder of stolen property can convey no title to it is in the case of money. If I steal some bank notes from the owner and pass them to a storekeeper, or to somebody who gives me good consideration for them, the owner cannot recover them from the storekeeper. That is because money, by the necessities of its use, passes absolutely from hand to hand—it is in quite a different position from ordinary personal property.

Promissory notes, checks and other negotiable paper are also covered by the rule. If I make a note or draw a check and lock it in my desk, and the desk is robbed and the note or check taken, I can always avoid paying it, on the ground that I never delivered it to anybody, and the person who did, stole it and therefore conveyed no title.

(Copyright, September, 1914, by Elton J. Buckley.)

Question: T. J. Critchlow, Prospect, Penn.—A woman customer of ours desired to borrow \$50 of our local banker and requested me to go on the note for 90 days, which I did. This woman was guardian for a son by her first husband and it was in connection with this business that she borrowed the money, the second husband having nothing at all to do with the transaction.

Sometime within the ninety days for which the note was drawn the woman asked the rural mail carrier to go to the bank and lift the note for her, saying she would give him

the money later. The mail carrier lifted the note, that is, he paid the banker the money out of his own pocket and received the note which the banker did not mark paid or transfer to him or inform me that the note had been turned over to the mail carrier. This all happened about four years ago, the woman having died about a year ago without having paid the mail carrier the money. I did not know one thing of this transaction, having thought all along that the note had been duly cancelled. About a week ago the banker told me that the mail carrier had tried to have the woman's husband pay the money but the husband would have nothing to do with it. Now the mail carrier wants me to settle and state that he mentioned the matter to me about the time of the woman's death, but I maintain this to be untrue, as he never said a word about it to the best of my knowledge.

The question is, who is the "goat"?

Answer.—My opinion is that you are not liable here, on the facts you state them. When the postman took up this note he became a regular holder of it, in due course, for value received. He is in the position of having bought it, in other words, and if it was an ordinary note the bank made a good delivery when it simply handed the note to him.

When the note came due it was the holder's duty to present it for payment to the woman who made it. Whether he did that you do not say, but even if he did, it was his duty to do something more if it was not paid. It was his duty to notify you, the endorser, at once. This he evidently did not do, and his failure to do it releases you from responsibility. Even if he notified you when the woman died it was about three years too late.

I am assuming that when you signed you "went on" the note, you meant that the woman signed it and you endorsed it.

Pennsylvania Organization Notes.

Yes! the convention was a hummer.

Mr. Smedley expects in the near future to assist in stirring up life in the association at Chambersburg.

The Lock Haven association carried the \$500 award back to Lock Haven and exhibited in the window of the president's store. It created a sensation. Later there was a monster meeting of the association and the gold was seen and

handed by the members. This association has taken into membership two merchants since the convention.

On September 17th the association celebrated its victory with a baseball game between the business men and professional men of Lock Haven. The proceeds from the game will be donated to the Lock Haven Hospital. Eighty-three members of the Lock Haven association attended the convention. One of the delegates says that nothing but death will keep him away from the Meadville convention.

H. J. Loeb, delegate from Punxsutawney, was much interested in the "Buy at Home" campaign and will work hard to impress this spirit on the Punxsutawney association. Loeb is a live wire.

Organizer I. L. Smith, of New Castle, reports that he has six towns in his end of the State ready for organization and that they will affiliate with the State association about October 10th.

Now! everybody all over the State work together for the Pennsylvania Plan. If you have been indifferent up to this time shake off the lethargy and do the best you know how to reciprocate the help extended you by the following manufacturers:—

Frankling Sugar Refining Co., Franklin Carton Sugar.

Borden's Condensed Milk Co., Condensed Milk.

Chas. W. Young & Co., Pearl Borax Soap and Young's Products.

Corn Products Refining Co., Karo, Kingsford and Argo Starch.

Wm. Wrigley, Jr., Co., Spearmint Chewing Gum.

Stollwerck Bros., Inc., Cocoa and Chocolate.

Joseph Tetley & Co., Inc., Tetley's Tea.

C. F. Sauer Co., Sauer's Flavoring Extracts.

P. C. Tomson & Co., Red Seal Lye.

Thompson Milling Co., Soup Flour: Bean, Pea, Lentil, Barley, Rice.

Miller & England, Store Fixtures.

Keep a record of all your purchases of above goods. Your secretary will provide blanks. Stock, display and push the sale of these goods. Use them in your home. Talk them to your friends.



Chocolate You Can Recommend

STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is not simply "good," it's the "best," and you can tell your customers so with confidence. It is the brand which has set the standard of purity and excellence in Europe for over fifty years; the favorite of Royal families; the chosen chocolate of leading hotels and restaurants in both Europe and America.

The secret of making good chocolate cake lies in using good chocolate. Tell your customers to use STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE and you'll guarantee satisfaction.

We help you to sell STOLLWERCK'S CHOCOLATE and COCOA by liberal adver-

tising which constantly increases the demand. Write us for materials to make a window and counter display and secure the sales we are sending to you. Feature STOLLWERCK'S COCOA and CHOCOLATE and you will have increased sales and profits besides pleasing your customers.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO

P. S.—Feature this Chocolate packed in 1-oz. squares, each packed individually, assuring convenient and cleanly packing.



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S CHOCOLATE has been the favorite of Europe and America for over 50 years. It's still the best and I recommend it. Try a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Make up your mind that your association will win one of the awards next year. You can do it if you go about it intelligently and with determination.

Organizer Smedley is ready to serve any association in the State whether affiliated with the State body or not. Get your application for a date in early. Make up your mind to have a real revival of association interest.

The Legislature will meet in January, 1915. Now is the time for preparatory work. We want several things from the law makers, the chief ones being a garnishee law and the repeal of the mercantile tax law. Get busy.

The Erie Business Men's Association has admitted a number of new members during the past month.

The membership of the State association was increased 68 per cent. last year. We want to double it during this year.

Mr. Smedley was the guest of the Jersey Shore business men on September 16th, the occasion being the first outing of this live organization. The picnic was complimentary to the members, their families and all the clerks of the town. The outing was held at Nippono Park, a most beautiful spot, and special trolley cars conveyed the guests there accompanied by a band of 45 pieces. Arriving at the park athletic contests were indulged in, after which supper was served. About 400 were present. After the supper President Westpfal introduced Mr. Smedley, who made a short address. Mr. Westpfal responded, also Mr. Paul, who represented the clerks, and Mr. Tower, secretary of the association. Mr. Smedley was presented with a loving cup as a reminder of the occasion and the president with a horn, which he promises to toot for Jersey Shore. It was a delightful occasion. Jersey Shore is boosting its membership and will work hard to secure an award under the Pennsylvania Plan at the next convention.

The Williamsport Grocers' Association has voted to affiliate with the State association. This is the first fruit of the convention.



Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a **STORE** to **SELL** goods, not a **FACTORY** to **PACK** them. All your time should be spent in "doing things that pay" and it **DOESN'T** pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the **CARTONS** out of the **CONTAINER** in which they are packed and put them on your shelf. And **FRANKLIN CARTON SUGAR** is **ALWAYS** ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The **FRANKLIN CARTON** enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the **FRANKLIN CARTON**, including **FRANKLIN GRANULATED**, **FRANKLIN CUBE** (Dainty Lumps), **FRANKLIN DESSERT & TABLE**, **FRANKLIN POWDERED** and **FRANKLIN XXXX CONFECTIONERS'** sugars.

You can buy **FRANKLIN CARTON SUGARS** in the original **CONTAINERS** of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"We are now selling the famous **FRANKLIN CARTON SUGAR**, known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch blades; size over all, 13½ inches; feel unusually good; handle is coccoloba wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 74, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 8.

We offer, on account of replacing our horse-drawn apparatus with motors, the following:—

1 Double Set Drop Fire Harness, made to order one year ago, best quality leather and findings; maker has State reputation and warranted by us A No. 1 in every way. Cost \$150; would sell for \$100.

Also 1 Set Single Drop Fire Harness, same quality as above and same guarantee. Cost last November \$75; would sell for \$50, or would sell both together for \$125. Address Hibernia Engine Company, No. 6, Chief Jas. F. Kidney, 5 Bartlett St., New Brunswick, N. J.

Offer No. 10.

We have on hand the following. Would like to dispose of same:— 5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Starch; it is used same as Elastic starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed at the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:— Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop. Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEERLEIN,
939 Broadway, Camden, N. J.

Offer No. 27.

We have recently discontinued one small grocery we operated and have the following fixtures left, which we would be glad to exchange or sell:—

One 60-gal. Beeman's Automatic Kerosene Tank, almost new, in good condition; cost \$35.

One Richmond Computing Scale, in good condition; cost about \$60 new; we got it in a trade; will sell cheap.

One Willmore Computing Scale; has been used quite a lot, but weighs accurately.

One Letter Press, in good condition. Will sell all or any of the above cheap. Write for prices if interested. or will exchange for any articles we can sell here.

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell

at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

| | | |
|---------------|--------|-----------|
| 6-oz. bottle, | \$1.00 | the dozen |
| 11-oz. " | \$1.50 | " |
| 24-oz. " | \$2.00 | " |

We have an attractive proposition for the good grocery trade

WRITE DEPT. A

Sunbeam Water Company

1937 Market St., Philadelphia

COX'S Instant Powdered GELATINE

In the red, white and blue checkerboard box—the oldest grocery package in America. Ask your jobber for the new prices. You will find they allow you more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City



Sole Agents in
U. S. A. for
J. & G. Cox,
Ltd.,
Edinburgh,
Scotland.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

DO YOU WANT TO DOUBLE YOUR fall sales and end the year with a smashing big Christmas trade? You can do it. Write now for details. W. H. McIntyre, Department F, Auburn, Ind. 12

WANTED

WANTED.—A small delivery truck in good condition. State make, capacity, what year's model, condition and price. Address Truck, care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 14

WANTED.—Attractive "coined" word for oleomargarine. We will give \$5 for best one selected. Address M. Leverenz, 104 Commonwealth, Elgin, Ill. 13

WANTED.—One used paper baler, small size, iron. State price, etc. Address Herbert W. Owen, Toughkenamon, Pa. 16

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—General store room furnished with a fine safe and show cases, good stand, situated by Jersey Central and Lehigh Valley; will sell all for \$1000, rent the room for \$20 per month; want to retire on account of my age. Address G. W., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 12

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FIXTURES

FOR SALE.—Cash register, complete credit bookkeeping system, cost \$125, never used, sell \$75. Address R. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 12

MISCELLANEOUS.

FOR SALE.—One good six-spring wagon and one good cutunder carriage, also one mare good for farm work, \$30; one cheese cutter, good as new, \$8; one 35 H. P. Buick touring car, model 17, 5-passenger, \$450. Apply H. M. Booth, Linwood, Pa. 14

FOR SALE.—Hand-picked apples, fall varieties, \$2 per barrel. Smokehouse, \$2.25. Well filled barrels. Cash to accompany order, or A No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 13

HELP WANTED

WANTED.—Good woman for store work. Apply H. M. Booth, Linwood, Pa. 14

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

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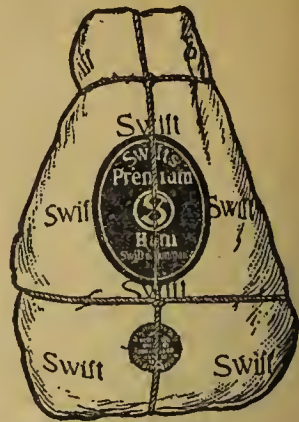
The Housewife Prefers

Fleischmann's Yeast

because it reaches her fresh. Because it runs uniform and is dependable. Because it is wrapped in tin foil, protected from dust and germs.

And these are reasons you should sell it.

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Be an Expert on Hams

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Price for 5 cases less than and over 5 cases per case per case

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| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
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| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |



work. We have equipped stores in over 150 towns. We make Glass Cases for Candy, Cigar and Drug Stores, Office Partitions, Cashier's Desks, Telephone Booths—ALL KINDS of Store and Office Fixtures. Write for FREE booklet.



MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

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This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Making the Goods Sell

This store is too narrow to have two rows of counters, but by means of our patented tilting bins is able to make just as great a display. The goods are advertising themselves to customers and making sales every minute of the day.

This beautiful and convenient installation is a fair sample of our

Modern Merchant

AND

Grocery World

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Monday.

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and Canada.

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Written for the "Modern Merchant and Grocery World."

Now That Foreign Olive Oil is Scarce and Dear, Push Our Own Oil

California Writer Contends That California Olive Oil is Better Any Way Than the Foreign, Because It's Purer, Richer and Generally Speaking, a More Uniform and Scientific Product.

The interfering with the importation of all goods by the present European conflict should be a subject of serious consideration. None of us appreciated that we are as largely dependent upon foreign countries for supplies as this war has suddenly brought us to realize. France being one of the principals in the war, has also been one of the largest exporters of olive oil in Europe, which source of supply is entirely removed, and the other Mediterranean countries are more or less hampered in shipping the product out on account of lack of boats and the interference of hostile ships, consequently the importation of olive oil is greatly handicapped with some likelihood of its being stopped entirely. The force of the axiom that "Necessity is the mother of invention" is again demonstrated in our search for an olive oil that is available and one that at the same time will give the consuming public the degree of satisfaction they demand.

It seems there has been a common belief that the olive oil manufactured and imported into this country from the Mediterranean districts is a better olive oil than it is possible to produce at home. The question naturally arises at this time more forcefully than any other whether there is a reason for such a belief. A study of the actual conditions in both countries might prove exactly the reverse of the common impression.

Let us for a moment look into the conditions surrounding the growing of the olives and the manufacturing of the olive oil in the old countries and we find that while there is an immense acreage of olives in those countries, the average production per acre is about one-half ton. The olives in these countries for most part are cared for by the small rural inhabitant who follows the ancient custom of his fathers and forefathers in the care of the trees, seldom, if ever, adopting any of the new or im-

proved methods for arriving at better results for which the American people are noted.

Harris N. Cookingham wrote under date of July 23, 1914, from Seville, Spain, saying "The crop promised well but has been dwindling as a result of the dropping of the young fruit and the damage wrought by the olive fly, which has again appeared in certain zones of this Consular district."

By following the Government reports, it will be found that this fly works on the olive to a more or less extent every year throughout almost the entire olive producing sections of Europe, consequently the next step in our consideration should be whether this fly's work results in a condition of the fruit that would make it responsible as to whether the quality would be good or bad. By referring to the records of the United States Department of Agriculture, Notice of Judgment 818, we find that a quantity of olives was seized, examined and condemned on account of the fact that they were found to be decayed and wormy, which condition was brought about, no doubt, as a result of the olive fly. When it comes to the harvesting of the fruit, it will be found that in European countries large volumes of the olive oil are manufactured by the crude methods used a thousand years ago, further demonstrating the fact that new and improved methods which would naturally result in a superior product have not been adopted.

Consul Benjamin F. Chase reports as follows from Leghorn, Italy: "Treated inferior olive oil is produced in Italy. Some of this oil is received at the free port in Leghorn and pays no duty. There it is alleged to be mixed with Lucca oil and the whole sold as pure Lucca olive oil. Some is said to be taken direct to Lucca and other places in this district and mixed with genuine Lucca oil and the whole put out as grown in Tuscany and manufactured in Lucca. An

authority on oil production here says 100 pounds of olives will produce 7.70 to 8.20 pounds of oil on the first and second pressings. These have been the only oils heretofore considered fit for human consumption. This would indicate a production of about 12,000,000 pounds of oil. At least one-third of the production is consumed in Italy, leaving 8,000,000 pounds of Lucca oil for export. The exports to the United States during 1913 were 10,292,000 pounds."

It will be noticed the above Consular report shows there is 2,292,000 pounds more Lucca oil shipped to the United States alone out of the Lucca district after the home consumption is supplied than is produced there, besides the large quantities shipped to other countries, which is only accounted for by the fact that inferior oils are shipped into the district, treated and blended with the better olive oils and shipped out again.

We will pause for a moment for a few words relative to the effect the treatment has upon the oil and we find that authorities on the subject agree that the treatment removes the bad characteristics of the oil, but at the same time it removes the good qualities of the olive oil, leaving it without flavor or food qualities, so that in order that it might be marketed it is necessary to blend it with some high grade oil containing food values, thus reducing the quality of the good oil by blending it with the treated oil in order to increase the quantity.

A further examination of the records kept by the Government at Washington reveals the fact that all of the fines inflicted for the mixing of cottonseed oil with olive oil and selling the mixture as an olive oil has been upon the imported products.

We will now pass along to the domestic olive oil of the United States which is produced almost exclusively in the States of California and Arizona, and we find in the first place that for the most part the orchards are planted out in a scientific manner and in such a way as to permit the highest state of cultivation, a result of which is that it is not an uncommon occurrence for an acre of olives to produce three tons per acre, and sometimes much more. The olive fly which prevails in Europe is unknown in the United States and our authorities at Wash-

ington have for many years taken precaution against any likelihood of the pest being transferred to our shores, and so far success is a result of the efforts and we have in consequence a record that a wormy olive in this country has never been known. The most improved machinery is found in our domestic olive mills that handles the fruit in such a manner as to avoid a condition that would produce low grade olive oil, and in consequence of which the results have been the low grade oils produced in the above named States have been a very small percentage of the total. Taking into consideration the conditions as we have outlined them would it not be reasonable to believe the domestic oil is more suitable for our human consumption than the imported, which combined with the fact that our money stays at home, should be sufficient reason for our adopting it.

L. A. A.

Los Angeles, Cal.,

September 20, 1914

Pennsylvania News Items

The chance that a professional politician has in the position of Sealer of Weights and Measures—and all the positions of Sealers—are filled by politicians—is seen in what happened to William J. Leary, who has for several months been Sealer of Weights and Measures in Chester, Pa. Leary was ousted from office by the Mayor of Chester last Tuesday for malfeasance. The case grew out of a prosecution brought by Leary against a number of Chester bakers on the charge of not complying with the law of the weight of bread sold by the loaf. According to the evidence the defendants, in information received by Leary, were arraigned before Alderman Stockman, were fined. Samuel Oblesby, one of the defendants, entered an appeal, which was sustained by Delaware County courts. It was further stated in the testimony that the fines were not returned to the prosecuted bakers. Cassius M. Lewis, a wholesale grocer, one of the principal witnesses, testified that Leary and Maguire came to his store and examined the scales, which, he alleges, were broken by the inspectors. He also alleged that Leary's assistant was intoxicated.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 2

When you think you have a kick coming—goods not what you ordered or a mistake somewhere—don't wait for the salesman and tell him, but write the house *at once*.

Usually you won't get half as quick or satisfactory adjustment in any other way. If it is the salesman's mistake, he may not feel like telling the house about it, and anyway he has to write the house or wait till he gets in, and more time is lost.

No fair jobber will sidestep a fair complaint, and his business interests wouldn't let him even if he was disposed to. He has every motive to get right after it and straighten it out, and he will, too.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestler, Reiff & Co., 36 S. Front St., Philadelphia

Drake & Co., Easton, Pa.

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

We Can Make Most Cheeses as Well as the Foreigners

Government Calling Attention of the Trade to the Remarkable Chance Which the War Has Furnished to Push American Cheeses. American Limburger Already Has the Market and Swiss, Camembert and Other Varieties Could Also.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

September 25, 1914.

American cheese makers are being urged by the United States Department of Agriculture to take advantage of the present excellent opportunity to establish a reputation for their products that will outlive the present disturbance in international commerce. European cheeses have long been popular in this country, and it is a popular belief that they cannot be equalled by the domestic product. For example, in the fiscal year ending June 30th a total of 63,784,313 pounds of cheese were imported into this country. It is not yet possible to say to what extent this trade will be interfered with by the war, but it is certain that the imports for the current year will be much less than they have been in the past.

There is no reason why some of this deficiency cannot be made good at home if the farmers will furnish the milk. Already American cheeses have been made which rank, in the opinion of experts, fully as high as foreign cheeses of the same class. The popular preference for the imported products, however, has hitherto prevented these cheeses from selling on their own merits in competition with European produce.

One of the most striking instances of this is limburger cheese. In quality and price American cheese of the limburger type long ago drove its foreign rival out of the market. Practically no foreign limburger has been imported into this country for many years. Many consumers, however, have clung to the belief that they were eating a foreign cheese. There is no reason at all why they should not now know that the American product is exactly as good as the foreign. Moreover, now that some of the more expensive types of highly flavored foreign cheeses are not likely to reach us for a long time,

the demand for domestic limburger should be greatly increased. The market thus created should remain a good one long after the present conditions have been remedied; for once the consumer becomes accustomed to the American product he is not likely to abandon it for a more expensive foreign one which is no more satisfactory.

Much the same is true of cheeses of the kind popularly described as Swiss. Cheese of this variety is made exactly as well at home as abroad. In the past, it is true, American makers have been confronted by several difficulties, but government investigations have solved many of these problems and it is now possible for expert cheese makers to turn out Swiss cheese of uniformly high quality.

Camembert has been made in America with some success already. This variety has suffered more, however, from actual opposition by the promoter of the imported article than other kinds. Camembert is ripened quickly and reaches the consumer within a month of manufacture. This is therefore an opportunity for the American maker freed from competition to sell his article and by the fuller opportunity to work his factory, to perfect his method to such a degree as to hold that market when competition returns. Though more perishable than Cheddar, Swiss and some other varieties, this should not prove to be a serious obstacle to increasing the output, for Camembert of the best quality always commands a good price.

In addition to Camembert there are a number of other fancy foreign cheeses which are popular here and which could doubtless be imitated successfully by American cheese makers after a little experimental work. Among these varieties are Edam, Gouda, Parmesan, Roquefort, Stilton and Gorgonzola. Although there seems to be no reason why such cheeses should not be made in the United States, they do

not, in the opinion of experts, offer at the present time the most promising field for American cheese makers. For the present at least it would probably be better for them to encourage the demand for standard types, such as Cheddar, Swiss, limburger, pineapple, etc. The field for Cheddar is particularly promising because of the fact that the flavor of this cheese, while always distinctive, can nevertheless be made to vary widely. This variation enables it to act as a substitute for a number of other varieties. In short, the experts in the Department of Agriculture are confident that with care and foresight at the present time the American producers will do much to place American cheeses on a permanent equality with the European varieties and sweep away a prejudice that has held back the industry in the past.

As long as the general public believes that the imported product is necessarily the best, the tendency on the part of the American manufacturer is inevitably to turn out

goods that will sell because of the low price, not because of their high quality.

The best way to remedy this condition of affairs and to make friends for domestic cheeses of foreign type is for American makers to label their products frankly as American goods. This will give the consumers an opportunity to compare our best home-made products with the imported article. The result will be the removal of a longstanding prejudice and an added incentive for manufacturers to improve the quality of their products. It is thought that this can be done and the price still kept below the necessarily demanded for imported cheese. But any temporary advantage gained by the present situation cannot be maintained unless American cheese makers work for quality of their products. Eventually they will again be obliged to compete with Europeans who for generations have looked upon cheesemaking as a fine art.

HOLT

Erie Business Men's Exchange

THEODORE LANDSBERG, Pres.

A. M. HOWES, Sec'y

THINGS DONE, DOING AND UNDONE

No. 17.

ERIE, PA.

September 18, 1914

Thought for To-day—"Nix on the war talk. This place is neutral."

Friday Night—You are invited to attend a free public lecture under the auspices of the Board of Education in the High School Auditorium. Dr. C. A. Prosser, secretary of the National Society for the Promotion of Industrial Education, will speak on "Vocational Training." It is expected that he will devote a portion of his remarks to educational work on salesmanship and store management. Our committee, S. A. Drake, A. M. Cassel and P. E. Breese, are to arrange a series of talks on that line this winter. Go and hear Dr. Prosser. Admission free. Everybody welcome.

Monday Noon—The Committee of One Hundred will meet in the dining room at the Reed House from 12:15 to 1:30 p. m. Luncheon is fifty cents. Give your orders to the secretary before 10 a. m. Monday, please. We will have a short session, and at 1 o'clock transportation will be provided to the new building of the Bell Telephone Company, where there will be an exhibit of the facilities provided to the public and a moving picture show. All members of the Exchange who are unable to attend the noon luncheon are invited to meet the Committee of One Hundred at the building of the Bell Telephone Company on West Ninth street, shortly after 1 p. m.

Tuesday Evening—The regular monthly meeting of the Advisory Council will be held at the Exchange rooms in the Lincoln building on Tuesday evening, September 22d, from 8 to 10 o'clock. Every member is invited to be present. Several important committees will report. The secretary will submit for your consideration plans for a thorough reorganization calculated to make the Exchange the best organization of its kind in existence. Plan to attend this meeting.

State Convention—Theodore Landsberg responded to the address of welcome at Philadelphia and was appointed on the most important committee—the Resolutions Committee. He was elected third vice president of the State Association in a field of eight candidates—four to be elected. A. A. Schutte, who formerly held that office, served on the election committee. C. M. Weasels of Philadelphia, who maintains membership in this organization for the C. M. Weasels Company, was presented with a gold watch by the delegates. A. M. Howes was re-elected state secretary, and was also elected secretary of the Mercantile Secretaries' Association of Pennsylvania. The State Association made an increase of 62 per cent.

in membership this year. Seven hundred members registered at the convention, compared with two hundred at Warren last year. The Erie Exchange won ninth prize, \$100 in gold, under the Pennsylvania Plan. The Erie Retail Grocers' Association were tenth and received \$75 in gold. Those present from Erie were: Theodore Landsberg, A. A. Schutte and wife, Peter Leemhuis, Louis Galmish, J. C. Frye, C. Bloeser and wife, Conrad Klein, A. M. Howes and wife, A. G. Kuhl and wife, M. L. Lynch, C. J. Pohle, W. A. Bull and Z. E. Kingsley. It's Meadville next year.

Opposed to the Tax—Our Committee of One Hundred took a decided stand against any tax on freight rates at a regular meeting last Monday.

Wintering Boats in Erie Harbor—C. F. Hummel, Frank J. Tollen and Louis Galmish are a committee with power to promote the wintering of boats in Erie harbor. Invitations have been issued to twenty-six owners and companies operating boats on the Great Lakes. It is expected that our committee will go to Cleveland in the near future for a meeting with representatives of many of these firms in person. The harboring of these boats in our bay will mean the spending of thousands of dollars in Erie that would otherwise go to other ports.

Hallowe'en Celebration—Louis Galmish, C. P. Cody and J. C. C. Patterson are a committee with power to promote a Hallowe'en celebration on the evening of October 31st. It is proposed to have a Mardi Gras festival at night like that held during Perry week last year.

Round Table—The Reed House is constructing in its new dining room a Round Table for the use of our Committee of One Hundred, which will be thrown open to the public for the first time on Hallowe'en.

Memorial Arch—We are investigating the unexpended balance on account of Perry Day celebration, and Hon. A. E. Sisson has been invited to meet with us and expound what needs to be done in order to secure the expenditure of this money in Erie at once. Some of our members are of the opinion that unless plans are laid for the spending of this money at once that the appropriation will revert to the state and be lost to us.

Automobile Regulations—Louis Galmish suggested that instead of stopping automobiles on State street at crossings when street cars stop to take on and let off passengers that the automobiles be permitted to continue in motion slowly, keeping about

six feet away from the street cars. This is done in Philadelphia and Cleveland, and a committee of three is being provided to take this up with the Erie Motor Club and the mayor.

Advertising Endorsement—The Truth, a second-class publication, applies for advertising endorsement. Classified Business Directory, William M. Rohm, proprietor, applies for endorsement.

Lost, Strayed or Stolen—Our Committee on New Government Building, Hon. F. D. Schultz, chairman. Committee on House Numbering, Arthur K. Brown, chairman. Trolley Affairs, James B. Yard, chairman; Public Dock Improvement, W. B. Converse, chairman; Welcoming New Comers, Mrs. M. Douglas, chairman; Regulating Auction Sales, P. A. Goodenough, chairman; Convention Bureau, Wm. T. Johnson, chairman; Sidewalk to Four Mile Creek, G. L. Pratt, chairman; Good Roads, H. C. Trest, chairman. A reward is offered for their discovery. If they do not put in an appearance soon we shall have to can them and appoint new chairmen.

If one of them reads this notice, he is expected to report progress at our meeting on Monday, September 21st at the Reed House, or at Advisory Council meeting in the Lincoln Building on Tuesday evening, September 22d. Get busy.

Study of Peace—Marcus Cohen has been appointed chairman of a committee of three to draft resolutions urging the study of peace in the public schools.

Marine Insurance—S. A. Drake has been appointed chairman of a committee of three to investigate the subject of Marine Insurance, and report at a meeting of the Committee of One Hundred.

Parcels Post Extension—J. C. C. Patterson has been appointed chairman of a committee of three to prepare resolutions indicating the attitude of the Exchange on parcels post extension and the express business. It is expected that mail notice will be given each member before they are acted upon by the Committee of One Hundred.

Moving Ordinances—J. C. Frye has been appointed chairman of a committee to which has been referred copies of the moving ordinances in force at Louisville, Ky., and Dayton, Ohio. Much money is lost to our members through removal of customers who leave no trace behind them. In a number of cities drivers are required to report to the department of public safety the correct names and addresses of all persons having goods moved indicating the point from which removal is made and the destination.

The circular of which the above is a copy is issued weekly by the Erie, Pa., Business Men's Exchange. It is reproduced here because it fairly radiates with the energy and activity which ought to animate live association. Nobody can read this circular half through without realizing that the Erie Business Men's Exchange is alive and has red blood in it. Without doubt it accomplishes much by reason of that.

Help us make the Grocer the family Milkman

Everyone of your customers now pays the milk peddler \$3.00 per month (some pay much more) which ought to go to you. You must supply their sugar and get very little profit out of it. There is no reason why you shouldn't supply their milk for you can give them better service—and clean, sweet, pure milk—and you can make money doing it. You can switch the milk trade to your store by building up a sale on

CARNATION MILK

From Contented Cows

Your customers will like it in their cooking and baking.

And you will find it easier to switch your customers to evaporated milk if you offer them Carnation Milk. Our advertising is educating people to use evaporated milk—it is turning into the grocer's cash drawers the money now paid the milk peddler. You can help the good work along. When a customer asks for evaporated milk, give her Carnation, the brand that will please her and bring her back for more. Your jobber carries it.



PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

Business Interests Launch Unique Plan to Extricate South From Cotton Dilemma

**War Kills Foreign Demand For Cotton and Leaves South With
Large Over Supply. Scheme is for Individual Business
Men to "Buy a Bale" Each, at Ten Cents Per Pound.
Leading Manufacturing and Wholesale Firms Discuss Plans.**

A most unique plan to extricate the South from the dilemma it has been plunged into by reason of the collapse of its foreign demand for cotton, due to the war, has taken shape among the business interests of the country and is commended to the favorable consideration of the readers hereof. It involves the purchase by thousands of individual business men all over the country, of a single bale of cotton at 10 cents per pound. It is argued that this will not only absorb much of the surplus unsold cotton, but will net the buyer a handsome return, as it is predicted that cotton will be worth 12 cents by spring. The main object is to supply immediate

funds for the growers and holders of cotton.

The Quaker Oats Co., which is deeply interested in the plan, has sent this paper the following statement on the subject:—

The Quaker Oats Co. desires to show in some substantial way its eagerness to co-operate with the merchants and business interests of the South toward assisting in the relief of the present cotton congestion.

We can think of no better way to show our appreciation of the large and growing business which the merchants and consumers of the South have given us than to join heartily in the "Buy-a-Bale-of-Cotton" movement.

We have given instructions to-day to the managers of all of our Southern sales offices, also to all of our traveling salesmen, to all of our brokers and all other Southern sales

representatives—to buy a bale of cotton for our account.

Each man will buy one bale at 10 cents per pound.

This letter, therefore, which is a duplicate of a letter sent to each of our representatives, will be your authority for purchasing, for the account of the Quaker Oats Co., one bale of cotton, to grade middling or better, at 10 cents per pound, delivered warehouse. You will use good judgment as to your manner of placing this order, and will pay the cotton for delivery at some reliable local warehouse, whose receipt cannot be questioned, and you may make or instruct the seller to make draft upon us at Chicago for the value of said cotton, warehouse receipt to be attached to the draft upon us.

There is another way in which we are lending our aid toward increasing the domestic consumption of cotton. We are very large manufacturers of such products as meal, grits, flour, cereals in bulk form, much of which by long custom has heretofore been shipped in jute bags. We have largely been able, on such commodities, to substitute cotton sacks instead of jute, and last week, in view of existing conditions, we placed a large contract for cotton feed bags, 1,000,000 of which are for immediate delivery, to be substituted in place of jute bags.

Other large houses are also manifesting an interest, among them R. C. Williams & Co., the New York wholesale grocers, who have sent the following communication to their customers everywhere:—

The South needs our assistance and it is our duty to help. Of all

the crops in the United States, cotton is the only one selling below the cost of production.

To the farmers of the North, wheat, corn, oats and all other farm products are bringing almost record prices, and we are all sharing in this prosperity.

Now you can help. By the cash purchase of one bale of cotton you will relieve the distress of one poor cotton farmer who needs cash and who cannot ship his big staple on account of the war.

Will you send us your order? We will buy at no cost to you and deliver you a negotiable warehouse receipt. Cotton is cheap, you will make a safe investment. Buy now and help our Southern farmers and merchants.

Current Cranberry Crop Better Than Last Year.

The Cape Cod cranberry crop for 1914 is estimated by a United States Department of Agriculture field agent from replies of growers to be 8 to 12 per cent. larger than that of last year. The Cape Cod Cranberry Growers' Association estimates the crop at 16 per cent. larger, which would indicate 380,222 barrels. Figures for previous years, of total shipments in barrels, were furnished by a large cranberry firm and are believed to be substantially correct, viz.: 1910, 287,000; 1911, 273,000; 1912, 327,000; 1913, 327,778. The export trade in American cranberries is very small, only a limited quantity having been shipped each fall to Europe, mainly for consumption by Americans residing in London, Paris, Berlin and a few other leading cities.

The New York Letter

Plans For Fighting War Taxes on Wines, Gasoline and Tobacco Dealers "Not Otherwise Classified." Latter Would Tax Every Grocery Store and Every Barber Shop That Sells Tobacco \$4.80. "Buy a Bale" Cotton Movement Progressing Steadily. To Educate Consumers in Reducing Food Cost Through School Children. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Sept. 25, 1914.

The principal topic of discussion among the trade here during the week has been the probable effect of the proposed war taxes. The commercial vehicle people have been especially bitter. They have joined the allied gasoline interests and the two will fight the proposed tax of 2 cents per gallon on gasoline together.

The tobacco interests are also very much up in the air, particularly over the inconspicuous provision in the new law which provides that "dealers in tobacco not especially provided for in this section shall each pay \$4.80."

Under this provision every retail store in the United States which sells tobacco, whether it pays a tax at present or not, will have this item of \$4.80 added to its expense of doing business. The Independent Retail Tobacconists' Association of New York says that in the metropolitan district of New York City alone there are not less than 18,000 of these small shops, including grocery stores, barber shops, stationery stores and other small stores that deal in tobacco in some form.

Every one of these and all other similar ones throughout the United States will be responsible for the \$4.80 tax. This class of dealers are supposed to amount to 250,000 altogether, and as soon as the little fellows wake up it is prophesied that a perfect storm of protests will blow into Washington.

The California wine interests are also attempting to work up a sentiment against the proposition to tax domestic dry wines 12 cents per gallon, and domestic manufactured sweet wines 20 cents per gallon. Representatives of the California wine interests who have been circulating among the trade in this city during the week, say that the tax will have a serious effect upon the wine-producing industry of the United States and will without doubt curtail the consumption. This, they say, will mean that the California grape farmer will have a very large surplus of unsold fruit upon his hands. The tax will be fought bitterly by the California Wine Association, which has a resident secretary at 410 W. Fourteenth street, this city. The secretary cites the case of California claret, which is selling at present in California at 27½ cents per gallon. This is a dry wine and would be taxed 12 cents per gallon, thereby increasing the market price nearly 50 per cent.

The "Buy a Bale of Cotton" movement is attracting a great deal of atten-

tion here. A meeting of the Merchants' Association, or, rather, of the members thereof who are interested in this movement, was held in the Woolworth Building last Thursday. Plans were adopted with the object of inducing individual business men all over the United States to buy a bale of cotton each. The object of the movement has been stated as follows by S. C. Mead, secretary of the Merchants' Association:—

Owing to the conditions created by the European war, foreign markets for our cotton have practically been closed. The amount of cotton which would normally be exported will remain, therefore, in this country and will constitute a large surplus over and above the amount required for domestic uses.

The "Buy a Bale of Cotton" movement looks to the absorption of this surplus through the purchase of one or more bales of cotton by business houses and individuals.

It is claimed that the results of such a widespread movement would be sure to relieve farmers in the cotton producing States, enable them to liquidate their accounts with Southern merchants, and thereby keep Southern trade alive for the benefit of the whole country, which otherwise is liable to become stagnant.

The Board of Managers of the Coffee Exchange held a meeting during the week to discuss plans which the Exchange has in mind to clear up the coffee option situation. The closing of the Exchange when the war opened left speculative contracts in a very unsettled condition, and the trade have not felt since that they knew exactly where they were.

The Exchange will probably instruct the Voluntary Liquidating Committee to liquidate existing contracts at quotations acceptable to both the buyers and sellers, regardless of the prices which ruled on the Exchange when it closed July 30th.

The point of this is that prices now are very much below what they were on July 30th.

An interesting effort is to be made by the Mayor's Committee on Food Supply to educate householders in reducing their expenditures for food through their children in the public schools.

The following statement has been prepared on the subject and was issued during the week:—

As a result of the numerous conferences between the Mayor's Food Supply Committee and a committee of members from the educational staff appointed by President Churchill, of the Board of Education, a plan has been worked out by which the Mayor's Food Supply Committee, in conjunction with the

Board of Education, will begin an educational campaign throughout the public schools of this city, with a view to helping the purchasing public in the matter of buying food supplies. The plan adopted is as follows:—

Approximately 800,000 circulars on a given subject will be distributed to the children of the schools on a given day, about once a week. This number will make it possible to place a copy in the hands of every scholar in every public school.

These circulars will treat on the following subjects: "How to Buy," "What to Buy," "When to Buy," "How to Save the Waste."

The first circular will be distributed next Tuesday morning and the subject will be "How to Buy." The circular will be explained to the children by the teachers and the children will be urged to take the circular home to their parents.

These circulars are being prepared from the standpoint of people who buy with the penny rather than the dollar as their unit of purchase. They are being prepared with great care and in consultation with people who are actually in contact with the problems involved. They will be thoroughly practical and, we believe, helpful.

This work will go on while the Mayor's Food Supply Committee continues its work on the broader questions of transportation, distribution, waste, etc.

SUMMARIZED MARKET CONDITIONS.

Tea inactive. The market on teas to come forward easier.—Coffee quiet. Prices fairly steady, but with an easy undertone.—Spices slightly firmer, by

reason of stronger conditions in primary markets.—Refined sugar considerably lower. Federal refinery now quoting 6¼ cents, but other refiners at this writing are quoting 6¾ cents. Dried fruits quiet, with an easy undertone.—Tomatoes show slight recovery but are still ruling on low basis. Other canned goods unchanged.—Sicily lemons 50 cents a box lower, by reason of large receipts.—Wheat unsettled and considerably lower for the week.—Flour in light demand and general tone easier.

Government Telling Consumers How to Can Fruit Without Sugar; Grocers Can Tell Them Too.

Object is to Avoid High Cost of Sugar and Consumers' Reluctance to Canning Because of it. Peaches Very Cheap.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

September 24, 1914.

The United States Department of Agriculture is now issuing literature with a view to inducing housewives to can peaches in water rather than the usual heavy syrup made from sugar. Peaches are plenty and cheap, but fewer have been preserved than would have

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

been because of the high cost of sugar.

The department states in the literature it is issuing for this purpose that there are successful methods of canning fruit which call for much less sugar than that usually employed in this process by home preservers. The department recommends the following method of putting up peaches and apples without any sugar for those who find their local sugar prices prohibitive or canning:—

Remove skins from peaches by immersing in boiling water for about one minute and then dipping in cold water. Place whole peaches in glass jars or tins and fill jars with hot water. Place rubber and top in place and sterilize for 15 minutes in hot water bath outfits, 12 minutes in water seal, 10 minutes at 5 pounds steam pressure or 5 minutes at 10 pounds steam pressure.

Of course the peaches when removed from the jar will not taste so sweet as those canned in syrup. However, if sweetening is desired, it may be added when the fruit is to be eaten.

This same method is good for canning with syrups containing varying amounts of sugar. A very thin syrup may be used if the housewife does not wish to dispense entirely with the sugar.

Apples may also be canned (for apple sauce, pie filling, etc.), using plain water instead of a sugar syrup. Department specialists have repeatedly canned them by this method. In the case of apples, jars should be sterilized 16 minutes in hot water bath outfits, 12 minutes in water seal, 10 minutes under 5 pounds of steam and 4 minutes under 10 pounds of steam.

It is suggested that grocers may pass this along to any of their customers who are not doing the usual amount of preserving because of the high cost of sugar.

HOLT.

THEY ARE GOOD
OLD STAND-BYS

**Baker's Cocoa
and Chocolate**



Registered
U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

Tetley's Tea

What is the "Flavor" of Tea

The Flavor of Tea is a dainty *Perfume*, easily lost upon exposure to the air. That is why *Bulk Tea* cannot run uniform in flavor or aroma. It is impossible to retain the delicate fragrance of any tea that is handled in *bulk*.

Many a merchant's business is built upon the reputation he makes as a seller of *good tea*. Why jeopardize *your* trade by selling tea *with the flavor left out*.

TETLEY'S TEAS

"Blended and Packed by Experts in London, England."

are the finest grown—carefully selected and scientifically blended to a permanently uniform flavor—then packed in attractive, air-tight tins, so that the tea retains all its delicious aroma and flavor.

Big sales of tea are easy when the brand you push is TETLEY'S. Recommend TETLEY'S and

Watch Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc. : 108-110 Franklin St., New York



TELL YOUR CUSTOMERS

"TETLEY'S not only equals the best, but it is *better* than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Good times are coming without a doubt. Unmistakable signs are at hand that business is feeling a confidence in the future which it has not felt for many months, and that it is willing to spend money in that confidence.

The following want advertisements appeared in one issue of a daily paper:—

No. 1.

MERCHANDISE MANAGER WANTED.

A large general merchandise concern, engaged in ambitious plans for further increasing annual sales that now run well into millions, rich in good will, proud of its ethical standards and with a remarkable business record, offers a rare opportunity to a merchandise manager of large accomplishments.

Requirements: Good health and vigor. A spotless reputation. Strong creativeness. The intuition of a merchant. The ability to direct and to obey. The intimate knowledge of general merchandising necessary for the successful direction of large departmental operations.

Do not reply unless you are at present engaged and receiving not less than \$5,000 a year.

Applicants must give complete and detailed history of business career.

Those occupying responsible positions may answer without risk. All replies handled as confidential. All correspondence returned if requested and stamped envelope inclosed. No applicant investigated unless specific permission is given. "Merchandise," P. O. Box 29, Madison Square, New York City.

No. 2.

AUDITOR.

A large mercantile establishment offers an excellent opportunity for a man meeting the following requirements:—

Good health and endurance. Experienced in short cuts, safeguards and efficiency installations. Must know general accounting theory and practice, the analysis of costs and have well developed ideas on co-operation and modern organization methods.

This is entirely an operating and not a manufacturing proposition. Department store or mail order practice would be advantageous. Only men showing they are possessed of force, initiative and experience will be considered. Give full business history. All replies treated in confidence. "Treasurer," Box 745, New York City.

No. 3.

BOND MAN.

With established clientele and at least five years' experience, wanted by high-grade bond house. Address A 205, Ledger Office.

Note that all these wants are for big men—men whose salaries will run into many thousands of dollars each. These are the infallible signs

of prosperity that we spoke of. Firms in the midst of bad times, with nothing but gloom ahead, will not hire new and expensive employees. They will parcel the work around among the present force. They will get along somehow until the thing turns. Every tendency is to reduce rather than increase.

When three houses in one day—simultaneously—announce their willingness to bank on the future in this manner, it means one thing and one thing only—*confidence*, and confidence always brings prosperity.

From Binghamton, N. Y., comes to us the request to say something for a movement

"Made in America" which the Binghamton Advertisers' and Merchants' Association is launching—a concrete, systematic plan of using the war as a means of pushing American-made goods to the front. The Binghamton people send us the following description of their plan:

MADE IN AMERICA.

Binghamton merchants are the first in the land to take organized action looking toward boosting American made wares.

Through their "live wire" organization the Advertisers and Merchants' Association, "Made in America Week" will be devoted to special advertising, window displays and showings of American made goods. The plan of "Made in America" Week is:—

1.—Appeal to the patriotism of Americans to patronize home industries.

2.—Display window cards and flags emphasizing idea of American made goods.

3.—Give much advance publicity and help educate the public to the idea of aiding American manufactures.

This far-reaching work commands the active support of every workman, professional man, manufacturer and dealer.

Now is the time to end foreign domination of any field of useful endeavor, and Binghamton people will lead the army of trade invasion.

"Millions for domestic goods, but not 1 cent for imports," should be your slogan for "Made in America Week," September 28th-October 3d, inclusive.

We gladly support this movement and commend it to the attention of merchants everywhere. "It is an ill wind that blows nobody good." The European war has brought us the greatest chance in history to advance the interests of all manner of goods that we make

—advance them not only in foreign countries, which must buy them, but at home, with thousands of people who have mistakenly thought that imported goods—now unavailable—were the only goods to use.

"Made-in-America Week" is a great little idea.

The staple food markets are gradually righting themselves, and with very few exceptions, all the products which soared to the

Look at the Declines.

skies when war was declared, or shortly afterward, have come down again to where they belong. The current market report of this journal confirms this. Tea, coffee, mackerel, sugar, beans and dried peas are notable instances of the declines, and there have been many others. Most of these products never had any decent reason to advance at all, and they are now simply returning to normal, not because there has been much change in actual conditions, but because the wind has all leaked out.

Touching the question which has been under discussion—a retailer's

fair obligation to reduce prices when the market declines, regardless of his spot stock, particularly if he claims the right to advance with the market, a pertinent and interesting incident came under the writer's notice during the week. A large retailer who handled considerable of a certain brand of canned asparagus sent word to the Eastern agent, by a salesman, that he was done. Unless the packer could protect him and other retailers from the ruinous competition of the chain stores, he was going to throw his brand out and would never handle it again.

The Eastern agent made an immediate inquiry. The wholesale price of the asparagus was \$2.40 per dozen and the chain stores which were being complained of were selling at 25 cents, a profit of 60 cents or 25 per cent. on the original investment. The retailer

who was doing the complaining was attempting to get *forty cents* a price which he had put upon the brand the year before when the wholesale price was \$3.75. He had never reduced this price, though he had sold his spot stock and had bought more several times.

The agent became so heated at the injustice of the complaint that he talked to the retailer in very plain terms. "You deserve," he said, "to be completely put out of the merchandising game! It is dealers like you who are responsible for the newspaper talk about excessive profits and the high cost of living. Here is a product that you don't have to weigh or even wrap up—yet you hold your price up way above what is proper, and kick at other dealers who are selling at a fair price!"

The retailer was not pleased with what he heard, but in the end he admitted the justice of it and ordered more of the brand. At the same time he reduced his selling price to 25 cents.

What reason or justice is there in that grocer's argument, if it makes one, that he has a right to advance with the market, when he refuses to decline with it.

U. S. Agricultural Department Now Advising Consumers to Buy Mutton in Quarters or Share Whole Lambs or Sheep With Neighbors.

This is Going Almost the Limit Along the Line of Co-operative Buying Says Consumers Will Find in This Great Saving.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

September 24, 1914.

The United States Department of Agriculture is now advising consumers to buy mutton in quarters or even more, share a whole sheep or lamb with neighbors. From its publication it has issued on the subject I take the following:—

Food specialists of the Department of Agriculture who have been investigating the subject find that there is a wide variation in the prices asked for lamb and mutton in different cities and towns and even in different butcher shops in the same locality. In many places the prices asked by the pound for

these foods closely approach those asked for beef and pork. In other places, owing to conditions of local supply there is such a price difference between mutton and beef as to make mutton a relatively cheap food. The specialists of the Department of Agriculture find that in nutritive value and digestibility mutton is practically interchangeable with beef. The waste is about the same percentage, although mutton has a slight advantage over beef in containing less water.

In many markets where the price of mutton and lamb is high, careful shoppers will find that they can obtain this form of meat very much lower by buying hind quarters or half-carasses, instead of buying chops and roasts separately by the pound. In the case of a hind quarter, the chops can be cut off and served for one meal and the roast will serve for another meal. In this way the family frequently will obtain chops at a price per pound lower than that asked for roast alone by the pound. Where a half carcass is bought, in addition to the chops and roasts, the family will have a fore quarter and meat for stewing. The sheep is very convenient for purchase in this way, as it is small and can be kept in an ordinary refrigerator. Frequently families combine and buy a whole carcass and divide it, and in this case they get still better prices and obtain expensive cuts at a low average per pound. The specialists of the Department advise women who find the cost of other meats oppressive to investigate these quantity buying methods and also to look into the differences in prices charged for lamb and mutton by different retailers in their neighborhoods.

HOLT.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Refrigerators and Ice Chests.

Cumberland, Md., Sept. 18, 1914.

To the Editor.

Dear Sir:—Please mail us the address of two or more refrigerator concerns. Also a firm that makes ice chests.

Yours truly,

J. D. TEWELL & SON.

Howe Scale Co., 508 Market street, and Ridgway Refrigerator Co., Fifth and Glenwood avenue, both Philadelphia, make refrigerators and ice chests.

To Buy Glucose.

Harrisburg, Pa., Sept. 20, 1914.

To the Editor.

Dear Sir:—Could you please inform me as to where I could buy glucose in half barrel or barrel quantities and price of same?

Also bushel baskets for packing sugar-coated popcorn in, with lid for same.

Thanking you for past favors, I remain,

Yours truly,

C. B. PALM.

You can buy glucose of J. C. Huntington & Co., 246 N. Third street, or D. S. Dengler & Son, 102 Chestnut street, both Philadelphia. The price will be around 23/4 cents per pound.

You can buy popcorn baskets from J. M. Row, 123 N. Water street, Philadelphia.

There is None.

Greencastle, Pa., Sept. 21, 1914.

To the Editor.

Dear Sir:—Can you give me the name of a good collecting agency, one that will try to collect. I have tried the Public Collecting Agency and several others and they are no good. They will send out a couple of letters and then stop and do no more.

Thanking you in advance, I am,

Yours truly,

W. SCOTT HOSTETTER.

We do not know of a single good collecting agency to which we would feel like recommending you. Why not em-

ploy a local lawyer, at 10 per cent. commission?

Advertising Never Dies.

Elkton, Md., Sept. 23, 1914.

To the Editor.

Dear Sir:—Can you furnish me with the address of the Williams Co., basket makers, of, I think, New Hampshire? I noted their ad. once in your columns.

Yours truly,

JOHN S. LEE,

The Williams Mfg. Co., Northampton, Mass.

Supplies Wanted.

Schenectady, N. Y., Sept. 21, 1914.

To the Editor.

Dear Sir:—I and my son are going to enter the tea, coffee and spice business as retailers. Will you kindly give me the addresses of two or more of the best specialty and roasting firms in this line in New York City and Philadelphia from whom I can buy goods the cheapest for cash?

What do you think of these firms who advertise in the Sunday papers, giving 144 Chambers street, New York City, and 50 W. Broadway, N. Y.? They style themselves Importers' Branch and United Importing Co. Personally I don't think they would be the best firms to deal with. Yours truly,

J. H. CURRAN.

Get in touch with the following firms in New York City: Wm. B. Harris Co., 65 Front street; Duryee & Barwise, 130 Front street; Private Estate Coffee Co., 25 Fulton street.

We refer you to these firms in Philadelphia: L. H. Parke & Co., 232 Market street; C. F. Bonsor Co., 18 S. Front

48—You should push nationally advertised goods to the front because they will find the front anyway, if not in your store then in your competitor's

¶ You can't get away from the fact that everywhere you go you see nationally advertised products having the call. In one large city recently an investigator found that there were twenty-six brands of baking powder regularly selling through the grocery stores. Four brands were nationally, or very largely advertised, and they had *ninety-one per cent.* of the business.

¶ The other twenty-two brands divided the other nine per cent.

¶ National advertising was responsible for part of this, but only for part. The advertising was merely the introduction between the consumer and *products which she found she liked better than others and so went on buying.*

¶ So that it pays you to sell nationally advertised products first because they are the most widely known and the best selling, and second because they are the best.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fisoher & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grapes Juice Company, "Welch's Grapes Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtis Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
Crescent Manufacturing Company, "Mapleline"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "Nons Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

street; Alfred Lowry Co., Front and Walnut streets.

We advise having no business relations with the concern you name.

A Collection Agency that Collected \$34.39 and Paid Over \$1.69.

Striking Illustration of Collection Agency Methods. Charges That Ate Up the Whole Thing, But Which Were Probably Authorized by the Contract.

One of the best illustrations we have seen of the workings of the average collection agency comes to us from the West. It concerns the "American Adjusting Association," of Portland, Ore., a concern which does business chiefly in the West. Its methods, however, are not unlike our Eastern collection agencies.

The "American Adjusting Association" made the following return to a client upon claims of \$34.39 placed with it for collection:—

Dear Sir:—Inclosed find our check for \$1.69, covering statement attached. We are this date closing on our files all uncollected claims, and thereby releasing you from our contract.

Thanking you for past favors, and regretting our inability to locate more of your debtors, which has prevented us from making the showing we would prefer for you, we remain,

Yours very truly,
THE AMERICAN ADJUSTING ASSN.
A. B. Nelson,
Enumclaw, Wash.

THE STATEMENT INCLOSED.
Statement.

The American Adjusting Association.

Lumbermen's Building.
Portland, Ore., April 14, 1914.
Mrs. Helga Mardela\$16 29
Taylor Wardman 12 75
L. M. Selover 5 35

Paid to us\$34 39

Dr.

To fining fees on 31 accounts,
at 50 cents\$15 50
To 50 per cent. commission
on \$34 39 17 20

Charged to you\$32 70

Cr.

By paid to us.....\$34 39
Balance due you .. \$1 69
Kindly acknowledge receipt of
chec.

There is this to be said in favor of this Portland agency: it did give up \$1.69. We have collection agencies in the East which would have found some plan of absorbing even that.

Very probably every one of the charges that ate up these collections, and which were certainly excessive for the work accomplished, were authorized by the contract which this merchant signed. He either read it carelessly or not at all.

Dry Goods—Notions—Knit Wear

Cut and Fabrics of Fall Top Coats.

Top coats for women will be a distinctive style note this fall, and they will be along handsome lines. English designed coats are including very picturesque adaptations of the old Newmarket styles, and are coming in an accumulation of particularly effectively combined colorings. Warm hues and nubby piles are prominent, and the reefer styles, which provide a double-breasted effect without the double row of buttons, are newly cut garments.

The newly styled coats of great size are made of Scotch tweeds, English serges and of homespun weaves done in mixtures which suggest regularity of design in their colorings.

Spring Orders for Hosiery Now Being Placed. Dyestuff Situation Overdone a Bit. Fibre Silk.

A prominent wholesale house in New York, whose name is known far and wide in connection with hosiery and underwear, in speaking of conditions as created by current events, through its broad gauge sales manager, said last week: "Business in all lines is backward—slow and unsatisfactory for various reasons, chief of which is, of course, the European upheaval. Merchants are buying 'close to their chest,' so to speak; and orders which we should have booked for next spring delivery are now just being received. In other words, the spring business is just about opening. So far no change in prices has been made. Everybody now wears silk stockings, from the wash woman up. The fiber silk hosiery—at 25 and 50 cents a pair—are great value. They look fine and wear well.

The dyestuff situation is said to be serious, and probably is with some people. Personally I do not quite grasp it, for the reason that so many contradictory reports are in circulation. One day a supposed authority will say the shortage in dyestuffs is threatening every industry dependent upon the use of colorings. Immediately after the same source of information comes out with a statement that a full supply of material has or is about to arrive and no trouble on this account need be feared. So there you are, and therefore I am inclined to think there is more or less bunk in the whole business; that some insiders are bulling the market and making a pot of money out of the dyestuff scare. We have no reason to feel uneasiness, and our lines require the colors of the rainbow and all the intermediate shades and then some.

"Of these prize essays on the jobber, which were submitted to a special committee of the National Wholesale Dry Goods Association, I understand 70 odd were sent in. What the delay is in making the awards is beyond me. A friend who read all of the papers told me they read as if the writers had heard an address on the subject and then trans-

ferred their impressions to paper, so much alike they are. Nothing new or original, I am told, is set forth. Personal experiences in a great measure, but no deep thought or new ideas are reflected; and at that they are not so 'rotten,' as the fellow said. But they do read very much alike. I believe I could pick out the winners in a half hour."

Black Dress Goods in Unusual Demand. Scarcity of Fibre Silk Hosiery.

In some respects the attitude of merchants as buyers at the present time is altogether different from the trade in the East, where conservatism prevails to an exasperating degree. In support of this statement, the John V. Farwell Co., Chicago, in their weekly summing up of business, say: "Large showing of black garments now being made by manufacturers has greatly stimulated the yardage demand for black dress goods. This condition applies especially to broadcloths, silk and wool poplins, serges and other smooth-faced fabrics. All distributors anticipated an unusual demand, but nothing equal to what they now are meeting; consequently a positive scarcity of black wool dress goods in desirable weaves now exists. Black and white shepherd checks have become active again; preference, however, being shown for the larger checks over smaller checks of previous seasons. Everything desirable in Roman stripes are being taken up as fast as produced by manufacturers. Prospects are favorable for continuance of popularity as long as present style of garments prevails.

"On account of vogue for tunic gowns, a marked increase in demand for linings, especially mercerized satines, messalines and percalines, is noticed. The call for New England made cotton blankets has been large this season. Merchants have had very successful opening sales and realizing that mills are practically sold up for the year, are anticipating their blanket wants in both cotton and wool."

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Immediate filling-in business is about normal, with a good number of buyers visiting the market. Retail selling has been somewhat retarded by the warm weather of the week. Salesmen are leaving on trips with lines for spring delivery, such as wash goods, hosiery and underwear. Orders on some lines are being taken subject to the ability of manufacturers to fulfill their contracts in view of the scarcity of dyestuffs, which still remains a serious problem.

"There promises to be a scarcity of fiber silk hosiery, as a large proportion of the yarns for this purpose have been imported from Belgium and Germany. There is a heavy fall demand for wool dress goods of all kinds. Stocks of broadcloths and all French goods in this country are about exhausted. Opening prices on wool goods for spring have advanced from 2½ to 10 per cent. Imported merchandise is being received in limited quantities from Great Britain and parts of the continent, but arrivals are uncertain and all ocean freight rates are advanced in some instances as high as 300 per cent."

Advance in All Grades of Linens.

Prices on linens for spring, 1915, deliveries show advances of from 12½ to 15 per cent. over the January list on a great many fabrics. On several crash numbers the increases are a great deal more, as much as 33⅓ per cent. being cited. Damask went up 12½ to 15 per cent., with white blouse linens showing an uplift of from 17 to 20 per cent. White linens were sold at an advance of 20 per cent., and on inquiries for additional quantities a further increase of 5 per cent. was quoted. Linen houses in view of the difficulty in obtaining goods, consider it prudent to confine their selling agents to merchandise in stock or afloat.

Knit Wear at Steady Figures.

Efforts to break prices on knit goods so far appear to be ineffectual. Outside of a brisk demand for jobs and irregular lots of goods the market is reported extremely quiet. In spring underwear there is a steady receipt of small size orders, with sweaters and

Never Before Such a Safe for \$27.50



We consider it a sort of leader—our **Gibraltar Safe No. 125**. Outside: 32 x 22¼ x 22½; inside: 18 x 14 x 12½; weighs 750 pounds, and plenty big enough for a good sized business. We letter your name on free.

If you have a makeshift safe, or have none, here is a splendid fire-proof fixture, weighing nearly half a ton, that fills the purpose perfectly and costs but little.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.

sweater coats in the same category. The mills are holding out on prices, as they are supported by the impending inquiries from European sources. They are determined to hold to prices on goods made from yarns that were bought when orders were first taken and when the radical change in cotton had not come to the front.

Why Silk Underwear is Made From Foreign Material.

During the present crisis abroad much discussion has been indulged in regarding the opportunity of American manufacturers to make everything needful for the production of finished goods in any line. That an effort in that direction is being seriously considered, and in some instances carried out, there is no doubt. One of the best-known underwear manufacturers has the following to say of their product in the same connection:—

New York, Sept. 19, 1914.

To the Editor.

Dear Sir:—We do not make any muslin underwear; our line is mainly made up of cotton materials, although we produce some silk goods, exclusively for the men's trade. We have a large mill of our own which makes a portion of our cotton supply, and the remainder is made for us under stipulations that we name, ever having in view durability and proper finish.

The silk that we use is imported, but, naturally, if it could be produced in this country, upon a fair basis of price comparative to what the imported cloth costs, we would be only too glad to shift that supply to American production. American manufacturers should overcome this difficulty, so that any manufacturer or retailer can purchase all his supplies in this country without any monetary detriment to himself.

With proper encouragement and no doubt it will not require very much effort, the United States can produce at fair prices and with quality sustained, all silk and cotton supplies this country needs.

Yours truly,

THE B. V. D. Co.
Abraham Erlanger, President.

Cotton Goods Run to Subdued Colors.

A curious condition prevails in the cotton goods market so far as merchants are concerned. Buying still continues along hand-to-mouth routes, and, few, indeed, are placing orders in accordance with periodical requirements. There has been an increased call for fine madras for shirtings and waists. Narrow wale piques continue at a premium, and some specialties in fine poplins are not to be had in the colors wanted. It is surprising to note how well the demand for staples and semi-staples in white goods hold up in various sections of the country.

There is a good call for clipped figure fabrics, and for some of the fancies and novelties for spring that can be delivered before January. Many mills making the better grades of fine fancies and novelties are sold ahead well toward the first of the year. There is decidedly a better demand for silk and cotton goods, deliveries to begin in December. On fine plain cloths prices are steady on a basis of 5½ cents for 11.35-



Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty starch*. Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is **CLEAN** starch.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME*.

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it*; ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is sure to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

yard 88 x 80s. On small lots first hands will not sell on this basis for 1914 delivery. This is true of narrow as well as of wide goods. The shutting off of the importations of many heavy cotton novelties made in Germany, such as bath robes, blankets, waste cloths, etc., is being looked upon as decidedly favorable to American articles in the same line. Germany and Austria have also been the main source of mops, dish cloths, etc., which now will be made here. In fact, throughout the fancy goods market there is a feeling that trade will be decidedly better for domestic products in a short time.

Buyers of quilts are talking of lower prices for next spring, but this is not likely to occur for some time yet. The style trend in fine and fancy fabrics is for sheer printed and sheer white goods. It is confidently predicted that next spring will be one of the greatest white goods season known for some years. There is a decided tendency away from the brilliant and garish colors. Black and white in fine cottons seem to be in keeping with the more subdued tone of public feeling and taste everywhere.

Wide Ribbons in Stripes High Style.

A new development of importance to the buyers of ribbons is the demand for wide goods. This has been hinted at for a month or so past, and it now seems settled that ribbons from 65 to 108 lignes are the coming style for millinery purposes. This is spoken of in connection with next or the winter season, but the tendency is being already felt. Preparations in fancies for next season are along the line of different kinds of stripes. Black and white stripes are mentioned, also awning stripes of various widths and colors. There is less talk of a scarcity in merchandise.

Side Lines Which are Profitable.

Besides the regular or standard goods the general storekeeper should take advice as to the most desirable side lines to handle. For instance, corsets furnish more clear profit and less dead stock than any one item in the general lines. From 25 to 30 per cent. on corsets may be safely figured, with the better grades at a still higher percentage of profit. The main thing in selling corsets is to educate the customer to buy a good corset. Show a woman the real advantage in style, fit, wear, comfort and other essentials the same as in other articles to which such essentials appeal.

While the small town merchant may not feel very enthusiastic over handling ready-to-wears, he will find it very profitable to stock house dresses, kimonos, aprons, underwear, nightgowns and all kinds of petticoats, corset covers, shirtwaists, etc. Only the popular priced ones, ranging from \$1 to \$1.50. The silk or fancies in these goods is more of a problem, and it depends entirely on the class of trade. Children's clothes, boys' waists and, in fact, everything in this line, gives a good profit and are more profitable than yard goods. What a merchant may take on profitably depends altogether upon how well the

field is already covered. The side line business, it is agreed, can very easily be overdone. The merchant's good sense and experience are the best guides.

Range of Favorite Materials in Dress Goods.

Both French serges and storm serges are well regarded, but soft finished, fine twills are given the preference by the cutting up trade, a point merchants should not overlook. Prices remain unchanged. Panamas are going to be a large factor during the next spring dress goods season. This weave has been used freely of late as compared with a year ago, because the style of skirts and dresses favor fabrics of this description.

Sheer dress goods, such as wool grenadines and etamine weaves, have been ordered in a way that reflects a good demand on the part of merchants who keep in close touch with the primary market, even if their orders go through the hands of jobbers ultimately. Broadcloth is being called for—deliveries to be in November and December—in a manner that convinces keen observers that this dress material will continue to hold its strong place during the fall, 1915, season. Fine French serges, poplins, gaberdines and lustrous satin cloths are among the other dress materials that are being called for in such quantities to lead one to believe them good sellers during the coming season.

Boots Shoes Findings

A Laced Boot of Distinction.

With all that is reported concerning the shortage in raw material the flurry over increased prices in shoes has not materialized. Certainly manufacturers and wholesalers are not lacking who have attempted to lead the merchant to believe that something was bound to happen if the war abroad continued. Possibly, but as yet the leading retailers, whose lines demonstrate the very latest creations of the shoe designer, are offering goods at the same prices. For example, one fashionable dealer advertises as follows: "The last court of France, with all its glamour and splendor, never saw footwear so smartly irresistible to feminine fancy—a new lace boot, to be had in these combination effects: gun metal calf, with tops of gray buckskin; gray cloth and gray suede, patent leather, with tips of fawn buckskin; fawn cloth and fawn suede." The price is arranged to go with a new style. This is the last word in footwear of the feminine gender, and though the small town merchant may not wire in an order for a duplicate lot by express, he is pleased to know such goods are sold and are in demand and it may give him a new slant on the stock he sometimes wishes should be up to the minute.

Another prominent retailer announces "new fall footwear for women at very special prices—light weight boots, feather weight and medium weight boots, usually \$5 and \$6, now \$3.95." So there you are.

Rubber Heels and a Repair Outfit.

With the approach of the colder months, with their disagreeable weather conditions, the general merchant selling shoes should not overlook the profitable possibilities of handling rubber heels. Their use increases rapidly, many people being firm in their belief that besides being an insurance against slipping on icy or wet pavements, they are also conducive to comfort in ordinary wear. It is maintained that a certain springiness or elasticity is imparted to the impact of the shoe when walking, and therefore rubber heels are favored over and above their practical utility under inclement weather conditions. A merchant carrying rubber heels in his findings stock can just as easily install a repair kit for putting them on while the customer waits. These repair outfits are also adopted for other simple repair work, are made by specialists and their initial cost is soon reimbursed by the extra work and sales brought to the shoe department.

As an illustration of the consumption of rubber heels several large concerns are now specializing on new and improved goods. The latest arrival in the field is known as "Slipknot," which is being introduced to the trade as the

"best yet." The "Wing Foot" is another brand of reputation, with still others in line. The main point, however, is that a merchant in stocking any goods of this kind preferred should not fail to have a repair outfit to round out and make effective the innovation.

Points on Buying Shoe Stocks. What to Avoid Chiefly.

At this time, when dealers are looking over the new sample lines preparatory to ordering stock for next spring and summer, it is well to remember that goods well bought are half sold. There is more in this than one would imagine at the first glance. Satisfactory buying consists in first selecting the lines which appear to be the most suitable for a merchant's trade, then the proper assortment of numbers and finally the sizes and widths. In these three particulars the retailer must be guided either by his own judgment or that of the salesman in charge of the shoe department. It is true the suggestions of the factory or wholesaler's representative are to be given due weight and consideration, but only so far as they will serve the buyer's own purposes the best. What another merchant has bought in another town, an argument the road salesman regard almost invariably as a clincher, is of no special account, when the dealer is acquainted thoroughly with his own shoe stock.

It is a great thing to select shoes, all through the lines decided upon, that reflect the standing and character of the

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

merchant himself; in short, a shoe stock having individuality is an asset of value. The public usually know what they want, and as one merchant expressed it, "Your idea of what constitutes a good, practical, sensible shoe will not help a salesman much in making a sale if he has a customer who wants a Louis XV heel, square turn, and he has something entirely different to show her. Buy fewer lines and more shoes from the lines selected; also fewer numbers and a better run of sizes and widths." It is well to bear in mind that in ordering for future delivery it is not advisable to buy as if the patterns would be exhausted or discontinued. If the line chosen proves a good seller, the manufacturer will stock the goods, which can be drawn upon as desired.

Above all things, the general store-keeper should avoid novelties, fancies and freaks. A small line of fashionable models in women's wear may be stocked, but not too many. Just how fast such merchandise can be turned over is for the merchant himself to decide. Extreme novelties should be left severely alone. The city store is constantly up against this problem, and therefore the merchant with shoes as a side line should be still more cautious. Staples and standards are safe buys and can be adhered to in ordering the season's stock with little danger of having a lot of stickers on hand when inventory time has arrived.

Advancing the Price of Shoes is Sometimes Hazardous. The Findings Market Firm.

On shoe findings and materials which are either made abroad complete or the principal components are imported and the finished goods produced here, there has been advances. Perhaps the general merchant may not believe he is concerned in the remotest measure with this market, but if he is retailing shoes then his interest should be of a personal nature. The dealer will recall that shoe manufacturers in either making outright an announcement that his product will hereafter be sold at an advanced price, or cautioning the trade that notice to that effect should not be surprising, has laid emphasis upon the extra cost of findings, material and miscellaneous supplies entering into the make-up of a shoe, besides the higher prices prevailing for leathers of all kinds.

In speaking of this to the "Modern Merchant and Grocery World" the other day, George T. Laing, of Laing, Harrar & Chamberlin, who sell goods all over the country, said: "Certain findings of foreign make have been marked up, but more on account of the extra carrying charges and war risks than the actual cost to the manufacturers. Naturally, other items have followed through sympathy. We buy a lot of goods in England, Germany, France and Austria, and with the exception of England, the supply ceased several weeks ago. We cabled an order to an English firm for certain insoles, which arrived in New York last week and very much to our surprise the price had not been increased. On a grade of very

Three Profits on Every Sale



THOMPSON'S SOUP FLOUR

Bean Pea Lentil Rice Barley

pays you not only your **Money Profit**.

Every can you sell is a benefit to the housewife because it helps her solve her food problems—and the trade of a happy housewife is **Your Most Valuable Asset**.

To build for the permanent growth of your business, by considering the welfare of your customers, while making money for yourself, should be a source of **Satisfaction** to every live merchant.

THOMPSON'S SOUP FLOUR is a great trade bringer and a strong trade holder. It is the easiest, most profitable and most satisfactory form for you to handle beans, peas, lentils, rice or barley for soup purposes. Housewives will use it oftener and more freely, not only because it tastes better and is more wholesome than whole beans, peas or cereals, but because it is always *ready*, quickly prepared and much more economical than ordinary canned soup.

A 10c tin makes a gallon of rich soup in 20 minutes

Put up in 10c, 25c, 5-lb. and 10-lb. sizes—attractive friction top tins which form a permanent sealed container

—Write for samples and prices—

THOMPSON MILLING COMPANY

1431-33 Catharine Street, Philadelphia, Pa.



WHAT TO TELL YOUR CUSTOMERS

"THOMPSON'S PEA FLOUR has the sweet, natural flavor of fresh peas—unequalled for soups, purees, and in making sauces for chicken or meat croquettes."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

fine sole leather of English tanning an advance of 8 cents a pound has been made. On wax, the principal ingredient of which comes from Germany, the quotations are higher. The same is true of certain laces made from a Germany yarn, and cement. Also thread made from Russian flax; and rubber, you know, is higher.

"With some lines American goods can be substituted without injury to the quality, but there are articles made abroad that as yet our specialty manufacturers have not mastered the secret of, or perhaps the skill in producing. You must understand that shoes are made on a small margin, and therefore the cost of every item in their manufacture means something, even to the extent of a few cents a pair, where thousands, and possibly millions, of pairs are turned out. It is no easy matter to advance the price of shoes which have been selling for years at a fixed price, especially in the cheaper and medium grades. A dealer who has sold a \$2.50, \$3.50 or \$5 shoe cannot tack on 25 cents a pair without losing trade. People who buy these grades of shoes make up the great bulk of sales. Perhaps in the higher priced shoes 50 cents could be added without risk. The result is if a manufacturer's cost is increased by a similar situation in the leather, findings and materials market, he is more than likely to take the extra expense out of the shoe. I know one of the largest shoe manufacturers in the country has said, over his own signature, that shoes may go up \$1 a pair by next spring should present conditions continue, but that remains to be seen. After establishing a price it is uphill work to increase it without the chance of losing business, directly or indirectly."

Hardware Tools Specialties

English Demand for American Hardware.

As an instance of American hardware making its way in the world's markets owing to the shortage in Germany, Great Britain and other European countries, buyers are already appearing here in quest of goods. Percy G. Donald, of Rownson, Drew & Clydesdale, dealers in builders' hardware and materials and a general line of specialties, arrived in New York last week seeking new sources of supplies for the goods which have been drawn from the continent in the past. His company is now interested in making American connections for nails, tubes, cast iron pipes, and builders' hardware, both light and heavy. In talking of the object of his trip here Mr. Donald expressed himself briefly as follows:—

We in England have been buying our wire nails principally from Germany and Belgium. The English production of wire nails is quite negligible, because Germany has had

a system of government bounties, and the Germans have sold their wire nails at a lower price than the wire itself, the idea being to keep the English from making wire nails. In the six months from January to July of this year the English imported wire and wire nails from Germany and Belgium to the total amount of 120,000 tons. Nearly an equal amount of these goods passed through English ports on their way to Australia, Africa, South America and other countries to which they are exported from the European Continent.

Hardware manufacturers and wholesalers are now looking to "break" into these countries themselves. There is a big demand for American saws and other tools, not to mention the finer grades of table ware and general cutlery.

Fixed Prices That Yield Profit. Hardware Manufacturers Ignorant of Essentials.

The ignorance of many hardware manufacturers concerning the merchant's cost of doing business is the one obstacle to the success of any plan which contemplates the fixing of retail prices. Merchants in other lines say that many of the trade-marked goods are priced at figures which afford the retailer no profit. Of course, this is an old story, and it seems to be the most difficult thing in the world to convince some manufacturers of hardware specialties of this fact. Generally merchandise of this character are so well advertised that the public constantly calls for them and therefore merchants find it necessary to carry them. The dealer cannot obtain a higher price than the manufacturers have fixed because the prices are printed on the packages.

For example, in a certain line of machines sold by general storekeepers, especially in rural communities, the merchant would be justified in expecting that the manufacturer who wishes to dictate or suggest retail prices, to fix prices which would afford the dealer an adequate margin. Yet one concern which issued a retail price list showed woeful ignorance on this point. For instance, a machine which is sold to merchants at \$85 was priced to retail at \$90; another for which the dealer was asked to pay \$31 was priced at \$34. In short most of the machines in the list afforded less than 15 per cent. profit. With the cash discount deducted the average margin on the lot was about 16 per cent., which is the average cost of doing business in that particular branch of the retail hardware trade, taking it the country over.

Thus the dealer, selling at prices fixed by the manufacturer, would do business without a profit, and unless he cashed his bills and sold for cash or its equivalent he would be losing money. Briefly, the more the whole pricing question is considered, says an expert, the stronger becomes the conviction that the only man capable of fixing the retail price is the dealer. To be sure manufacturers who have a clear conception of the situation, and name and advertise a price on their hardware specialties commensurate with the cost of doing business by the general mer-

chant, relieves the latter of this duty and brings a profit to him besides. This means the merchandise in this class is pushed at all times, because the advantage is mutual.

What the Kansas Mail Order Survey Really Means.

When it was reported that the Kansas Board of Health was to undertake a survey of the mail order business in that State some surprise was expressed. The statement was alluded to in a recent issue of the "Modern Merchant and Grocery World," to which the following official reply is received:—

Topeka, Kan., Sept. 16, 1914.
To the Editor.

Dear Sir:—Relative to the newspaper clipping stating that the State Board of Health expected to make a survey of the mail order business in the State of Kansas, with a special reference to the hardware business, will say that it is slightly confused. The real facts are that in order to cope more successfully with the typhoid fever problem, which in Kansas is largely a rural disease, and in order to have a more intimate knowledge of the sanitary conditions of the farms, it was decided by the State Board of Health to make a sanitary survey of some one county in the State of Kansas. Sumner County, on the Oklahoma line, was selected as a fairly typical Kansas county.

Owing to the shortage of funds for this work, we were forced to call upon the Commercial Clubs in that county for assistance in supplying lodging and transportation for our inspectors. Of course, these clubs could see nothing in the survey which would further their interests; and in order to make it of practical value to them we agreed to conduct a business survey as well. We herewith inclose to you a sample of the score card used in the sanitary survey and also the card used in requesting business information.

Contrary to the predictions of many business men that the farmer would object to giving us this special information, we may say that out of the 2,700 farm premises which we inspected, we met with fewer than a dozen refusals. We have not as yet been able to tabulate these results or to plat out a trade map of the county, but we expect to complete the same sometime during the coming month. The information derived should be of particular interest to the retail trade. The work of tabulation has been delayed owing to our lack of funds to hire extra help. We shall be glad to keep your inquiry requesting same in mind, or if you will write us later will send you results of tabulation.

Very truly yours,

JOHN J. SIPPY, M. D.,
Epidemiologist, State Board of Health.

Aside from the medical survey referred to by Dr. Sippy, the questions propounded on the "special information" card mentioned inquiring into business relations of the recipient are very searching, to say the least. After asking about the real estate owned or controlled, the farmer is gently requested to answer the following: "Do you own an automobile?" "At what town do you buy your hardware and implements, groceries and meat, lumber, dry goods and clothing, furniture, drugs and extracts?" "Do you buy some goods from

catalogue houses? If so, what has been amount of your purchases during past year and from what houses?" To be sure, the details of this survey will not be revealed by the State Board, but a summary of the facts deduced should suffice to give the merchant a line on the information desired.

Relative to "Five and Ten" Goods

In urging upon storekeepers the wisdom of putting in a stock of "5 and 10" goods, as leaders to attract trade for the better grades of hardware, this journal quoted a few examples in which the essay had proven both profitable and satisfactory. A number of manufacturers specialize on these goods, one of whom takes up the subject in the appended letter:—

Reading, Pa., Sept. 16, 1914.
To the Editor.

Dear Sir:—We have read the article carefully and find same covers matters very well. However, we note also reference to 5 and 10-cent Exchange being established in New York. This Exchange is to be established not by the manufacturers, but by individuals who derive a commission from the orders coming in. Therefore we do not think much of this fact, and no doubt you have deceived some of your readers, as it would be necessary to pay a commission on all orders.

Very truly yours,
READING SADDLE AND MFG. CO.
Per H. E. Printz, Sales and Advertising Manager.

Mr. Printz should understand there was no intention to deceive any one in reference to this Exchange. The facts were given for what they were worth—no more, no less.

Good "Don'ts" For Housewives.

"Don'ts" for housewives dealing at the new Chicago municipal markets work on two of which was begun last week, have been issued with the approval of the Municipal Markets Commission. These rules are laid down as a guide to women eager to cut the cost of living, but who may expect the frills of fancy grocery store service on the school lots, where farm wagons, loaded with garden truck, will be found. Following are the "don'ts" for municipal marketers:—

Don't expect the farmers to telephone you at your residence and take your order over the wire.

Don't ask to have an ear of corn and a bunch of onions delivered.

Don't demand credit from the sturdy agriculturist who sells you tomatoes at bottom prices. Spot cash talks.

Don't hunt for premiums at the municipal markets. The farmer cannot give you a cake of soap or a silver handled mop stick with every 50-cent purchase.

Don't expect the municipal markets to deal in toilet goods, razors, imported olives, caviar, roller skates, hair tonics, pickled oysters and gasoline. Go to an up-to-date grocery store.

Don't come to market without a basket. It may not look stylish, but what you save might buy a new winter hat.

Don't expect that your purchases are going to be wrapped up like Christmas tree ornaments.

If you don't see what you want, ask a policeman.

The Grocery Markets

Tea.

There has been no change in the market for spot teas during the week. Teas which are coming forward, however, are from $\frac{1}{2}$ to 1 cent cheaper, due to the fact that there appears to be plenty of tea in sight. The market for new crop teas is coming close to normal now, and there is no present reason to expect any advance in the near future. The demand for tea is fair.

Coffee.

The coffee market is demoralized and very weak. There is plenty of coffee in sight for the demand, or for even more than the present demand. Holders will shade prices on almost all grades of Rio and Santos coffees in order to make sales. Mild coffees are also weak and dull. Java and Mocha steady at unchanged prices.

Sugar.

There has been a slump in both raw and refined sugar during the week. Raws are off about $\frac{1}{2}$ cent and granulated is down to 6 $\frac{3}{4}$ cents. The demand is very light, and if there is any further change in the near future it will probably be a further decline. Predictions of a 6-cent market by January 1st are being made. All through the sugar market, from the big buyers of raws down to the consumer of refined, there is a noticeable lack of demand at present.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is unchanged and dull. Sugar syrup rules very firm and high and has not followed the decline in sugar, because it is relatively scarcer than sugar. Molasses unchanged and dull.

Fish.

Mackerel is cheaper all along the line. Norways are about \$2 per barrel cheaper than the opening price, but are still about \$2 above last year's opening, though no higher than the price to which last year's market went subsequent to the opening. The cause of the decline is additional receipts and evidence that there will probably be plenty of mackerel in spite of the war. Irish mackerel are not figuring much, because they have not really commenced to arrive as yet. The market is much lower, however, and shore mackerel are also several dollars per barrel cheaper. Lack of demand is one factor in the decline. Cod, hake and haddock are high, but without change for the week. The catch is light and the outlook strong. Salmon is unchanged and quiet. Domestic sardines are now quoted at \$3 for quarter oils, f. o. b. Eastport, Me.; demand only moderate. The fishing is considerably better. Imported sardines are unchanged, very scarce and very high. Some Norwegian smoked are

coming forward at prices which show relatively much less advance than other foreign sardines.

Canned Goods.

The weather has been especially favorable for packing tomatoes, and partly on this account the market has slumped from 2 $\frac{1}{2}$ to 5 cents during the week. At this writing the quotation for large lots, f. o. b. the factory, is 72 $\frac{1}{2}$ cents, and sales may be made at 70 cents before these words are printed. One vital reason for the decline is lack of demand from the jobbers. The packers cannot hold goods, many of them cannot borrow further on them, and they are accordingly under pressure to sell. The outlook is not strong, in spite of the fact that the pack is reasonably sure not to be more than equal to requirements, if it is even that. Corn and peas show no change for the week. Corn is strong. There is sure to be a short pack in many sections, notably Maine, where they are talking 50 per cent. Apples are unchanged and dull, outlook for low prices. California canned goods unchanged and quiet. Small Eastern staple canned goods quiet at ruling prices.

Dried Fruits.

Prunes are unchanged and dull, both old and new. Peaches are still very cheap, but in light demand. Apricots unchanged and dull. Raisins have advanced $\frac{1}{8}$ to $\frac{1}{4}$ cent, according to grade, this being in fulfillment of the raisin combination's promise when the market opened. Seeded goods are up $\frac{1}{8}$ cent. Currants are now quoted at 8 $\frac{1}{2}$ cents for big lots in cartons, which is a total decline of 2 $\frac{1}{2}$ cents. Prospective receipts are the reason. Other dried fruits in light demand, but firm.

Beans and Peas.

Beans are coming down to a more nearly normal basis, the quotation on pea beans is \$2.65 in large lots, which is a total drop of about $\frac{1}{2}$ cent from the highest war price. Marrows are also off about $\frac{1}{4}$ cent and are now quoted at \$4 in a large way. California limas unchanged on spot and slightly lower on futures. There never was any warrant for the advance in futures. Greens and Scotch peas are also easier, meaning new crop.

Butter.

The recent hot spell has cut off the consumption of butter to some extent and the market is steady at a decline of 1 cent per pound. The quality of the current receipts will average better than it was. No important change seems in sight. This applies to all grades of butter, Western and nearby, solid packed and prints.

Eggs.

The egg market is steady and unchanged, with a fair consumptive de-

Guaranteed Net Prices in War Time

The assurance in our October catalogue that its prices are **NET** and **GUARANTEED** means just what it says.

These prices will hold, no matter what happens, until the November catalogue is out.

So intense is the crisis brought on by the war that every day we receive notices of advanced costs and withdrawal of quotations.

Our ability in this trying situation—this time of stern test—to keep faith with our printed prices and supply the goods to back them up is evidence enough that buying from Butler Brothers is insuring profits.

Our customers may send their orders **KNOWING** that the lowest, net guaranteed prices will hold for the usual thirty days, and **KNOWING** they will get the merchandise they want.

What more is there to be said?

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS
MINNEAPOLIS DALLAS



Poor Old Pack.

I ain't going to say who I think has got to be blamed for this war, because I don't rightly know yet, but I will say this, that if I knew who he was and had him here, I'd put a tenpenny nail in the end of my big winter shoes and do some carpenter work.

If it wasn't hurting anybody but the people that brought it on I wouldn't care a darn. It's like a fellow that drives an automobile when he's drunk. If he only busts his own head, you sort of feel good all over, but when he busts up poor old Granny Smith while she's crossing the street on her way to church, then you want to lam him, specially if nothing happens to his own head.

Ain't that right?

The latest bump that's come from the blamed old war has hit my old friend Packard.

He's 62 years old and has been a salesman a good bit longer than I have. He has rheumatics all winter. His hair is white. He's an old man—older at 62 than he ought to be at 70.

He's just been fired because his house has to cut down expenses. They have to cut down expenses because business is rotten, and business is rotten on account of the war.

And poor Pack is one of the expenses that they have to cut down.

He made his last trip a week ago. A couple of days he was with me, like he always is on his fall trip—has been I suppose for ten years. I sort of look after him.

Believe me, he was blue. He's never been a world winner, Pack ain't, though he's done the best he could. I don't suppose he's ever pulled over \$25 a week, and with that he's kept up a little home with an old maid sister. He has no wife, thank the good man, though I suppose it's about as tough to see your old sister starve to death as it is to see your old wife do it.

He ain't got any money and not a mite of prospect. Can you see anybody putting on a salesman 62 years old, half sick and broke up, at a time when they're even laying off young fellows? I can't—nope, poor old Pack will not get any job as salesman, that's as sure as shooting. What'll he do? Selling goods is all he knows.

If it hadn't been for this infernal war, I'm sure he'd have been kept on, for he sold a few goods right along.

I don't suppose you can find much fault with his house. It was business with them. Maybe old Pack hadn't made any money for 'em for a good long time. Maybe they'd kept him on long enough as a charity, I don't know. It ain't fair to cuss 'em without knowing.

But here he is kicked out on the street. What in thunder can he do, will you tell me that? I know two things. He can go to the poor house, or he can starve to death. Two fine big beautiful things to do.

Wouldn't take me long to make up my mind between them. Before I sit around a poor house porch and slobber all over my weskit, I'd starve to death.

Nobody ain't ever thought of home for wore out salesmen though they have plenty of home for cats. I wonder why not. Do they ever expect a salesman to wear out?

I'll tell you what we need in this country, and when I get to Congress I'll put in a law to get it, too. It's a part of the Government where a man like old Pack can go now that he's sixty-two and down and out, and say "here, find me a job." Then the fellow in charge would turn to a book and find where he could put an old fellow with the rheumatics, but that could sell a few goods yet. Wouldn't that be out of sight? By George, if there was something like that a fellow could see himself getting old without lying awake at night wondering.

THE STROLLER.

Last Call for Ceresota Ad-writing Contest

¶ All of the competing ads must be in this office by

Next Wednesday, September 30, 1914

¶ Get yours in before the sun goes down, unless you are unwilling to make \$20 for writing a six-inch advertisement and second and third prizes of \$10 and \$5 respectively.

¶ What is wanted is good, keen ads designed to make the consumer believe **Ceresota Flour** is as good as it is. No literature, but red-blooded advertising. If you never wrote an ad before, you may still get the prize.

Remember—Next Wednesday, September 30

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

ASSOCIATION NEWS.

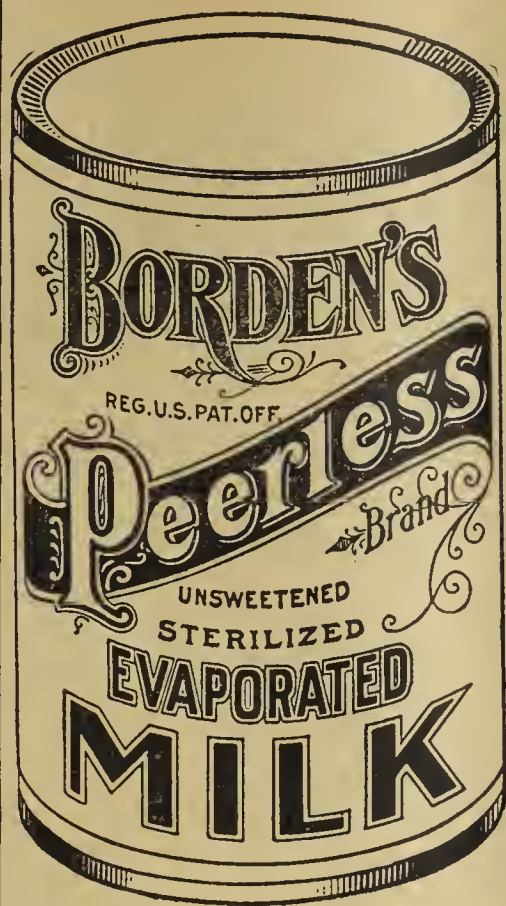
Southern California Retail Grocers' Association.

The Southern California Retail Grocers' Association, of Los Angeles, Cal., has decided to inaugurate an advertising campaign through the local newspapers in order to disabuse the public mind of some of the prevalent fallacies concerning the grocer's position in the so-called high cost of living problem. Here are a few of the items to be incorporated in the advertising as showing what the grocers stand for:—

Quality first.
Full weight.
Non-substitution of goods.
Reduction of the cost of living.
The association adopted a resolution instructing the secretary to prepare a publicity campaign along these lines and featuring the stores of association members.

Another Grocers' Association Charged With Being a Trust.

E. C. Armstrong, a grocer of Sacramento, Cal., has filed information against the Sacramento Retail Grocers' Association charging that it is operating in restraint of trade and the organization will probably be investigated by the local grand jury. The specific complaint against the association is that its members conspired to prevent the grocer from being able to purchase a certain amount of flour. E. C. Armstrong, who makes the charges, declares that the members of the association have combined with the Phoenix Milling Co. of that city, on prices to consumers, and says that because he attempted to cut the price on this commodity the Phoenix company has refused to sell him any more flour. Officers of the association say that Armstrong's charges are unfounded. They claim that the milling company places a retail selling price of \$1.70 a 50-pound sack on its flour and that it cannot be sold under this price and return a fair profit. Officials of the Phoenix Mills state that the company encourages retailers to sell the flour at \$1.70, but does not compel them to sell it at that price. They deny that there is any agreement between the retail grocers' association and the millers regarding the price at which it shall be sold, but admit that they are trying to establish a uniform selling price for the product. As to the charge that the mills refused to sell flour to Armstrong, the Phoenix people make the defense that he is a new customer of the concern and that they were not in position to fill his orders, the demand being heavier than the output at present, and they felt obligated to take care of their old customers first. Armstrong claims to have evidence of the agreement between the association and the milling concern, however, and declares that he will push the charges to the limit.



**PURE
AND
NATURAL**

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXVIII.—Some Lessons From a Unique Case of False Pretence.

I have taken occasion to say from time to time that when you are attempting to collect a debt, or a claim of any sort from an apparently irresponsible debtor, if you can find in the transaction in which the debt was incurred some element of false pretence, which will enable you to go after the debtor upon a criminal charge, your chance of securing a proper adjustment is much greater than if you merely have a right of civil action against him. Any man will flinch at the idea of criminal prosecution, even men who are utterly indifferent to all threat of civil action.

An illustration of the truth of this is at hand in a recent case in which I indirectly took part. Had the only remedy in that case been a civil one, the person injured would never have recovered anything. After a careful examination of the case, it was decided that there was a chance of criminal prosecution, and in the end the victim collected over \$200—the full amount of his claim.

The trick that was worked in this case was unusual and very bold. Here is a description of it which I take from the court's recital of the facts:—

The testimony showed that early in December, 1913, the defendant called at Jones & Wilson's place of business, and it was agreed between them that he would work for Jones & Wilson in the business of selling washing machines for \$30 a week and expenses and would give his entire time and attention to Jones & Wilson's business. At that time he was in the employ of Mandel Brothers, a competitor of Jones & Wilson, and it was agreed that the agreement was not to be in effect until that employment was ended. A day or two afterwards the defendant telephoned to Mr. Jones, telling him that his resignation had been accepted by Mandel Brothers, and that he was ready to begin work for him at once. To this Mr. Jones assented. Thereafter the defendant sent daily statements in writing of his expenses and the progress he was making in his work to Jones & Wilson, and each week was paid the amount agreed on, together with expenses,

until he had been paid the sum of \$263.81. Mr. Jones testified that it was because of the representation that he was devoting his time and attention exclusively to his service that he paid him this money. It was shown that the defendant had not left the employment of Mandel Brothers, but continued in their employment during all the time he obtained money from Jones & Wilson.

Certainly nothing could be craftier or more dishonest than this. The defendant, whose name was Snyder, collected nearly \$300 in wages before his fraud was discovered. Then demand was made upon him for the return of the money and he stuck his tongue in his cheek and professed an entire lack of interest. "He did not have it then, but as soon as he could spare it he would see what he could do."

It was finally decided to arrest him, and a warrant was issued on the charge of obtaining money under false pretences—the pretence first that he had resigned from his old employers and was in position to accept a position elsewhere, and second that he was working right along for Jones & Wilson. I neglected to say that the fellow made daily reports to his new employers, showing people called on and all work done. These were pure fakes of course. He was indicted as charged and in due course came to trial.

In court there was a furious fight and every legal technicality that could possibly be raised in a case of this sort was raised. In cases of false pretence, there are always many chances for legal technicalities. The alleged pretence, for instance, must be as to an existing fact and not a mere promise to do something in the future. If it is the latter, it is not a false pretence, even though clearly fraudulent, and no criminal prosecution will lie for it. For instance, if a customer comes to you and asks credit upon the strength of the fact that on the

first of next month he expects to take a position with Jones & Brown, you cannot arrest him for false pretence even if you can prove he never had any such idea, because the statement was a mere statement of a future expectation. But if he says "I have been offered a position for the first of next month, and the fact is that he has not, he is guilty of false pretence. There is therefore always a contest over whether the alleged false pretence is as to an existing fact or something in the future. Deciding this is not always as easy as it seems.

Another necessary feature of false pretence is that the property, or money, or whatever was obtained through it, came *directly* from the false pretence. If it did not, then the case of false pretence will fall. This phase of the case always bristles with quibbles.

These and all other points that could possibly be raised were raised, but every point that amounted to anything was decided against the defendant. As to the first point, which is always the dominating one in false pretence cases—was the representation as to an existing or future fact?—the court usefully laid down the law thus:—

We do not agree that the representations made by the defendant were not of an existing fact. If the defendant had been paid the money upon the promise to resign from his position with Mandel Brothers and had not done so, it would not be such a false representation as is contemplated in the Act of Assembly, as it would not have been the representation of an existing fact, but a promise to do something in the future. But that is not this case. The representation set forth in the indictment is the representation that he had quit the employment of Mandel Brothers and was devoting to the business of selling washing machines for Jones & Wilson his entire and exclusive time. The testimony fully sustains this. It showed that the agreement made in Mr. Jones' office was not in effect until the defendant had resigned his position with Mandel Brothers, and that the next day, or the day afterwards, he telephoned

to Mr. Jones that he had resigned and was ready to go to work at once. The two conversations make the representation of an existing fact.

Incidentally this case shows how a very simple ruse can completely hoodwink a business house. I suppose in this case Jones & Wilson were so glad to get a competitor's salesman away that they did not take time to go to the old employer and ask for a reference for the man, but I suggest that a single letter from Jones & Wilson to Mandel Bros. would have defeated this fraud before it was launched. Almost any investigation would have done so, in fact. It is a practical axiom that a little investigation at the right time would often save a lawsuit.

(Copyright, September, 1914, by Elton J. Buckley.)

Question: Atco Stores Co., Atco, Bartow County, Ga.—We have an account against a girl who formerly worked in the mill here, whose father lives on a farm.

When this girl was here she frequently bought goods for her father and other members of the family, including herself, and always had a charge account. She was not good pay, but we made arrangements with her to have her payments deducted by the mill company from her weekly wages.

When she left here she owed an account of about \$17. Her last purchase was made after she had quit and was ready to leave, although she told us she was still working in the mill. Now she refuses to pay, and her father also refuses to pay, saying she is her own mistress, and he won't be responsible for her, although he accepted and used a part of the goods she bought. Have we any legal recourse? If so, what steps can we pursue to collect?

Answer.—If these goods were bought for family consumption, her father being the head of the family, you can collect from him on the ground that he was responsible for necessities furnished to his family, and the girl bought them merely as his agent. As to goods supplied to her personally, for her own use, you may also be able to collect from him for those, if she is a minor, on the ground that he is responsible for necessities furnished to a minor child. This will not be so easy, however, because you will have to show that the goods were supplied to her with his knowledge and consent and practically by his authority. If you cannot show that, you must collect for those goods from her, and then

also and particularly so if the girl is of age.

You have weakened your case somewhat by arranging for payment of the whole bill with the girl, thus treating her as the debtor, instead of her father. However, I do not think this is fatal to your case.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

Mr. Smedley has received an invitation to address the merchants' association at Coatesville.

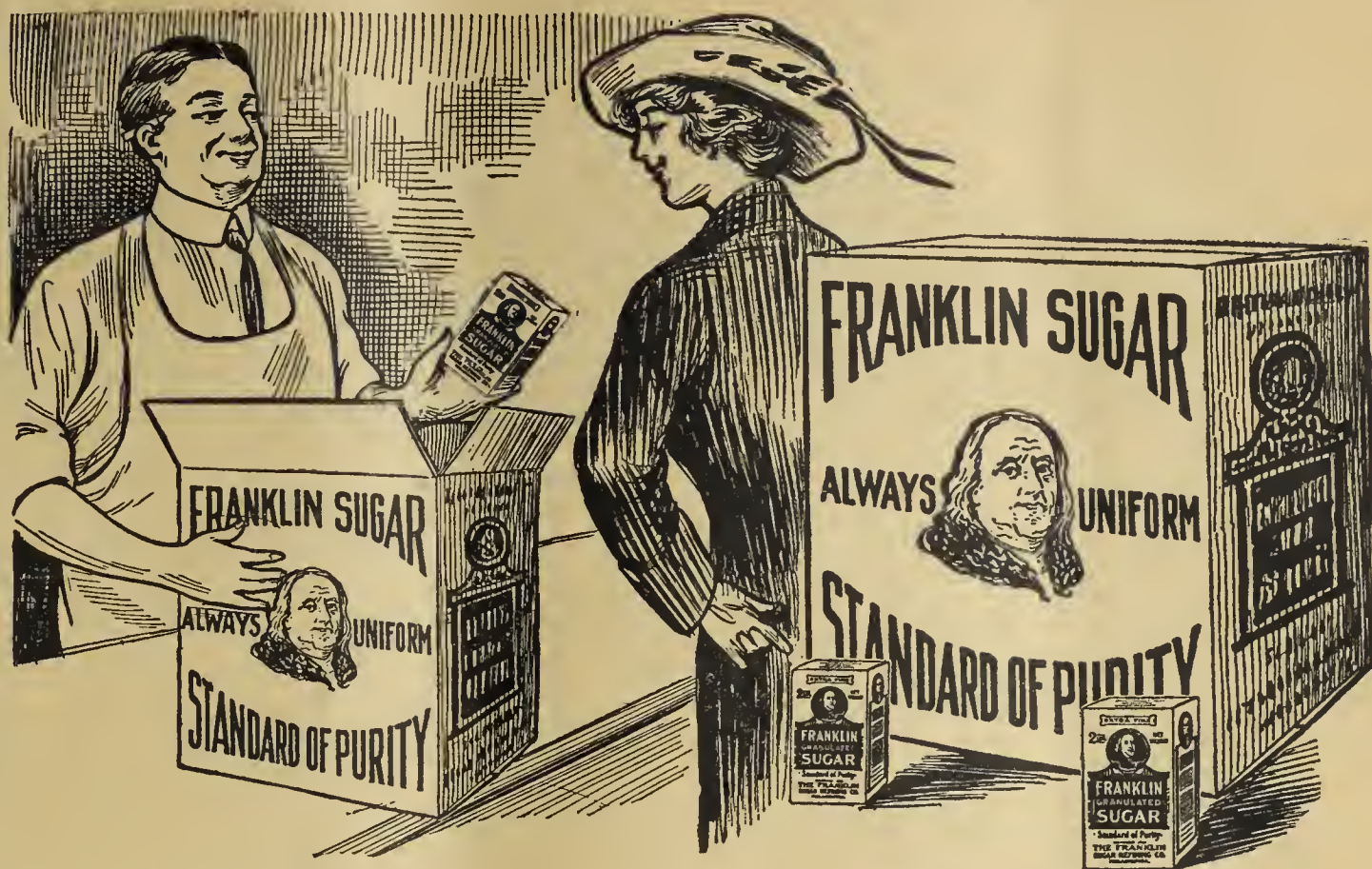
The Pottstown association has arranged for a big fall rally on October 6th. Mr. Smedley has been invited to address the meeting. An effort will be made to enroll every merchant in the town as a member. This live association expects to be a banner bearer at the next convention.

The Frankford Grocers' Association will hold a fall rally for members and their wives on October 7th. Mr. Smedley will deliver an address. This organization is adding very largely to its membership and is one of the associations that "does things."

We expect in the very near future to plant a good association at Uniontown.

Each association in the State will be visited by Mr. Smedley this year. The revival work started last year is to be continued until this State is thoroughly organized. Next year is legislative year. If we want legislation we must present a solid front. Through organization we can remedy many evils and help the retail merchant. Organize.

Delegates to the last convention are elated at the success of the gathering. Some splendid reports have been made to the local organizations. It was an incentive to better and closer organization. Or-



Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a SUPPLY instead of SAMPLE—sell her a WHOLE CONTAINER of FRANKLIN CARTON SUGAR instead of one or two CARTONS.

It's easy to show a woman the convenience of having a CONTAINER of FRANKLIN CARTON SUGAR in the house, always handy when she needs it.

Selling FRANKLIN CARTON SUGAR by the CONTAINER is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the CONTAINER to make your profit on every CARTON in it. When you sell a woman a CONTAINER of 30 two-pound CARTONS you make the profit on her purchases of sugar for some time to come; if you sell her one CARTON you leave an opening for competitors to sell her the other TWENTY-NINE. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them FRANKLIN CARTON SUGAR BY THE CONTAINER. Try it.

FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds to the CONTAINER. Ask your Jobber for full information as to grades.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—30 Franklin Cartons in a neat Container. It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ganizer Smith writes us that he has five new associations to come into the State association. Success will come to the retailers only by hard work. Let us all work.

The Pennsylvania Plan is better understood than ever before. Merchants are commencing to realize the power that is behind it and are conscious of the fact that the manufacturers who are backing up the plan with money should receive the support that they deserve. For a list of the manufacturers in the plan read the advertisements in this issue of the "Modern Merchant and Grocery World."

The same amount of money will be distributed at the Meadville convention (\$2,500 in gold) as was handed out at Philadelphia. The only change in the plan is to divide the money more equitably so as to cover more lines of effort and to place every association in a position to be able to contest. We expect to print more details of the plan in the next issue.

The "Buy at Home" pamphlets are ready for circulation and circulars have been sent out to the associations naming the cost.

Every merchant in Pennsylvania should join a merchants' association. We expect this year to see that an invitation to do this is sent to every retailer in the State.

Want some help in your town? Write William Smedley, 802 Chestnut street, Philadelphia.

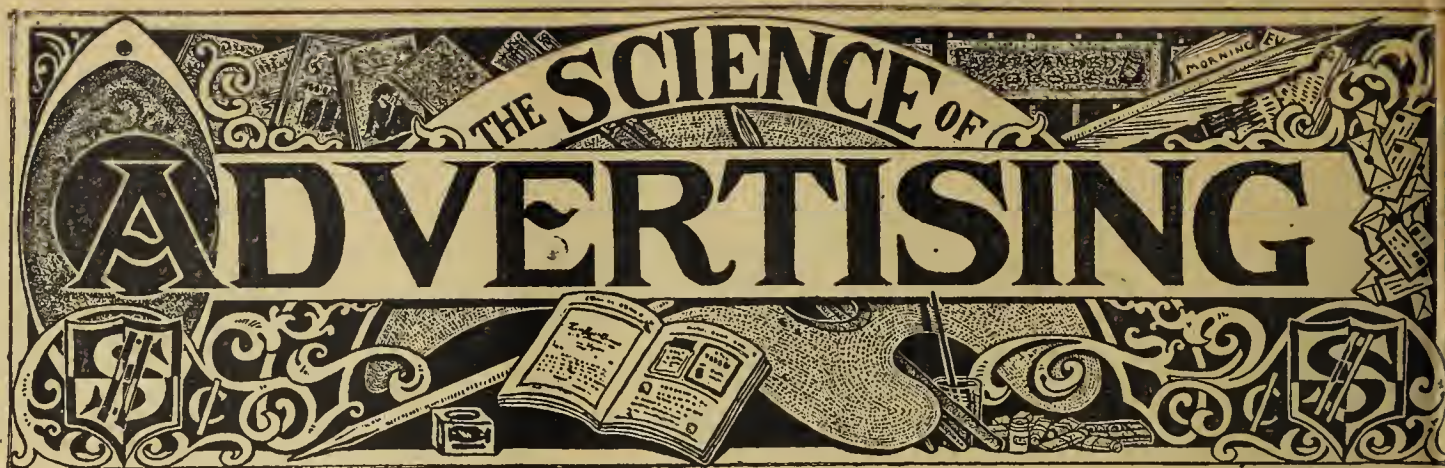
Cider and Vinegar Cheaper This Year.

Cider will be cheaper this year on account of the great crop of apples. Orders for new goods are now being taken, on a basis of 10 cents per gallon f. o. b. the factory in carload lots. Last year the price was 12 cents. New vinegar prices are not yet made, and will not be for some weeks, but they are also expected to be lower for the same reason.



Those
who know
the delicious uses of
MAPLEINE

will thank you for supplying them
ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.
Crescent Mfg. Co.
Seattle, Wash.



I have a copy of "Tettelbach's Flyer," from R. F. Tettelbach, the "Nu Way Grocer," whose town or city, rather oddly, does not appear upon his circular. I suppose it could have been learned from the postmark on the envelope, but that was thrown away before it became necessary to look for it, so at the present moment I am wholly unaware of Mr. Tettelbach's address. I do know, however, that he is doing some very good and very expensive advertising. His cir-

cular, which I reproduce below, is printed on extremely thick high-grade coated paper, rather unnecessarily good, I should say. Nobody on earth believes in good paper for advertising any more ardently than I do, but I don't believe in wasting money on it, and that I think perhaps Mr. Tettelbach is doing. He is using the kind of paper that the finest kind of colored art printing is done on, and if he issues many circulars it must count up. Here is the reduced circular:

ness, and the prices charged for the same goods by the ordinary dealer. I invite this comparison by quoting some of his own prices and suggesting that the reader compare them with what he is paying elsewhere, but I should caution it further—I should put it in my introduction. For instance, a point like this would always have weight: "To show you what a difference our way of doing business makes in prices, take Good Luck parlor matches. The regular price for these has always been 10 cents. I sold them myself at that price. I did business in the old way. But now I sell them to-day at 8 cents, and make as much profit as I used to at 10, while you save 2 cents—20 per cent." If Mr. Tettelbach's plan really does lower selling prices, and I am sure that it can, his stock is full of instances like this which would have very great weight with any consumer. Compare, compare! That is what I advise Mr. Tettelbach to preach in all of his advertising, for in a way he has a row to hoe. He is asking consumers to turn their backs on credit, delivery stamps, all conveniences which they have learned to love and which they can find at innumerable other stores. To succeed in that he must offer something very attractive. Not only offer it, but put it in people's faces and down their throats every chance he gets.

NOTE.—This department is devoted to the criticism of advertising matter so far as the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Tettelbach's Flyer

Reducing the High Cost of Living—The Problem Solved

MADAM:—You wouldn't think of starting a hunger strike to evade the high cost of living would you? To overcome this problem, you must get at the cause of the evil, which is namely added expense, such as Delivery, Trading Stamps and Credit Losses, which are figured in the cost of doing business by the ancient method and for which you the consumer are the one that pays.

OUR MODERN METHOD—No Our Common-sense Method—"THE NU-WAY"—CASH SALES, NO DELIVERY, NO STAMPS—Eliminates this useless expense. LET US PROVE to you our groceries are absolutely standard qualities, the best the market produces and our cash prices so much lower that you figure many dollars in savings each week and month you buy from us.



Not Leaders but Regular Prices. What are you paying?

Bulk Cocoa Special, 1-2 lb. 14c
Sauerkraut, 5 lbs. 10c
5c Chewing Gum, 3 pkgs. for 10c
5c Wax Lunch Paper, 3 for 10c
5c Toilet Paper, 3 for 10c
5c Sardines, 3 for 10c
5c Tooth Picks, 3 for 10c
Jelke's Good Luck Oleo 21c
Moxley's Special Oleo 21c
Best Bulk Starch, 4 lbs. 10c
25c Rumford Baking Powder, lb. 22c
Stereo Cubes, doz. 25c
5c Matches 3c, doz. 35c
Heinz's Baked Beans, 5, 9, 13 1/2c



5c Salt, 2 for 7c
5c Bulk Sweeping Compound, lb. 4c
25c Liquid Veneer 19c
50c Liquid Veneer 40c
50c Sanitary Mops 35c
25c Dust Cloths 18c
Brooms 45c, 35c, 30c, 25c
10c Red Seal Lye 8c
10c Climax Wall Paper Cleaner, 7c
Quart Size Ammonia 8c
Quart Size Blueing 8c
10c Old Dutch Cleanser 8c
6c Werk Soap 5c
25c Elwako Carpet Cleaner 18c

We buy our own Green Coffees and roast them fresh daily, 25c, 28c, 32c, 35c
Hot Jumbo Peanuts, lb. 12c



Chas. Furbie Ptg. Co.

We invite comparison of prices,
Quality considered, of course.

R. F. Tettelbach

'Nu-Way' Grocer { Cash Sales
No Delivery
No Stamps

3822 West 25th Street Near Denison

"Where a Dollar Does Its Duty"

Store open 6 a. m. to 6 p. m. Sat. 10 p. m.

3743 West 25th Street

Good looking high-grade advertising. The cuts help to make it look interesting. I think, however, it might have been better to use only one cut of the store and devote the space used by the other to something else. Mr. Tettelbach

is advertising a new plan of doing business, which he says will save the customer money. Therefore the point of all his advertising should be comparison—comparison between his prices, made on the basis of his way of doing busi-

Big Mail Order Houses Stop Selling Sugar.

Both of the big Chicago mail order houses, Sears, Roebuck & Co. and Montgomery Ward & Co., have withdrawn from the sugar business, owing to high prices, and Sears, Roebuck & Co. have temporarily gone out of the grocery business altogether. Montgomery Ward & Co. sent out a sugar price in August, offering sugar at a price which it guaranteed against advance until September 1st. In spite of that, the house refused to sell sugar several days before September 1st, thus violating its guarantee. The general belief is that both of these houses have been rather hard hit by the sugar advances.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch blades; size over all, 13½ inches; steel unusually good; handle is cocoa cola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 74, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Eater Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for

25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh

meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

We have for sale one Ribbon Show Case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks, each on pivoted rod. Holds 100 pieces. Will sell for \$6.

Also one Dayton Computing Scale, with scoop, Cost \$75, will sell for \$25. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & CO.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEERLEIN,
939 Broadway, Camden, N. J.

Offer No. 27.

We have recently discontinued one small grocery we operated and have the following fixtures left, which we would be glad to exchange or sell:—

One 60-gal. Beeman's Automatic Kerosene Tank, almost new, in good condition; cost \$35.

One Richmond Computing Scale, in good condition; cost about \$60 new; we got it in a trade; will sell cheap.

One Willmore Computing Scale; has been used quite a lot, but weighs accurately.

One Letter Press, in good condition. Will sell all or any of the above cheap. Write for prices if interested, or will exchange for any articles we can sell here.

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Also a National cash register, throws a receipt, individual clerk keys, for \$50. Both in good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

6-oz. bottle, \$1.00 the dozen
11-oz. " \$1.50 "
24-oz. " \$2.00 "

PRICE TO GROCERY TRADE

6-oz. bottle, \$0.70 the dozen
11-oz. " \$1.00 "
24-oz. " \$1.30 "

Sunbeam Water Company

1937 Market St., Philadelphia

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

WANTED.—Good woman for store work. Apply H. M. Booth, Linwood, Pa. 14

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

WANTED

WANTED.—A small delivery truck in good condition. State make, capacity, what year's model, condition and price. Address Truck, care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 14

WANTED.—Attractive "coined" word for oleomargarine. We will give \$5 for best one selected. Address M. Leverenz, 104 Commonwealth, Elgin, Ill. 13

WANTED.—One used paper baler, small size, iron. State price, etc. Address Herbert W. Owen, Toughkenamon, Pa. 16

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard,

several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

TO RENT.—Two new stores in Hudson Falls. Splendid opening for stationery, bakery or 5 and 10-cent store. Write for particulars. H. E. Swan, Hudson Falls, N. Y. 18

FIXTURES

FOR SALE.—Pair Angldile computing scales, good as new; no use for same; price \$50. Address LaRue & Pyatt, N. E. Cor. Union and Buttonwood Sts., Lambertville, N. J. 18

MISCELLANEOUS.

FOR SALE.—One good six-spring wagon and one good cutunder car-

riage, also one mare good for farm work, \$30; one cheese cutter, good as new, \$8; one 35 H. P. Buick touring car, model 17, 5-passenger, \$450. Apply H. M. Booth, Linwood, Pa. 14

FOR SALE.—Hand-picked apples, fall varieties, \$2 per barrel. Smokehouse, \$2.25. Well filled barrels. Cash to accompany order, or A No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 13

MR. GROCER!

You get helpful hints and suggestions from the new enlarged "Advertising World" that builds up business.

THREE YEARS FOR \$1.00

Subscription price raised to \$1. Until Sept. 30 will send it three years \$1, or one year to three addresses. Send stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Fleischmann's

Yeast

A STAPLE ARTICLE

Yeast is a necessary ingredient in bread—as necessary as flour, sugar and salt. You carry the last named articles and if you do not handle Fleischmann's Yeast, you should add it at once.

THE FLEISCHMANN CO.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

| | Price for 5 cases less 5 cases and over 5 cases per case per cent |
|---|---|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pks (100 bxs) to case..... | \$3.50 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case..... | 3.40 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pks (100 bxs) in case..... | 3.25 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case..... | 4.40 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case..... | 4.40 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pks (144 bxs) in case..... | 4.10 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pks (144 bxs) in case..... | 4.00 |

The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.



We make Telephone Booths, Cashier's Desks, Office Partitions, Clothes Lockers, Glass Cases for Cigars, Candy, Drugs—ALL KINDS of Store and Office Fixtures.

We have equipped stores in over 150 cities

Write for list of references and our FREE booklet

MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., PHILADELPHIA, PA.



This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Modern Merchant

AND

Grocery World

Published every
Monday.

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State of the Union
and Canada.

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An independent journal published ex-
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ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Written for the "Modern Merchant and Grocery World."

This Grocer Retailed Flour and Sugar Below Wholesale Price. How It Paid Him

Erie (Pa.) Contributor Differs With Those Who Believe It Good Business to Always Advance With the Market Even If You Have Spot Stock. An Actual Experience With War Prices.

If Mr. I. M. Rothenberger, of Pennington, N. J., is really sincere in his wish to meet a retail dealer who does not advance prices in spite of advances in the market he can meet such a fellow at the Market Basket, 910 Parade St., Erie, Pa. Our competitors call us crazy, but our patrons think differently of us. This whole thing is simply a matter of opinion. If I buy an article to sell at 10 cents and I had the last in the country

and the wholesale price went to a dollar, I would sell at 10 cents as intended until my stock was gone. Just simply a matter of opinion, you see. I would never condemn a man who does differently from my doings or thinks differently from the way I think; that is everyone's right.

As the advances on flour and sugar were the most rapid and really the most important, I will tell about my selling these two

articles at retail for less than wholesale price. Three or four days before the rise in flour started I had on hand and in storage 190 barrels of flour; not cheap flour, but the best in the market. When flour started to advance we held to the old prices; we were selling flour at the rate of \$6 per barrel when the wholesale price was \$6.80. Some of the brands we carried went even higher. We never worried about the price; we sold our entire stock at the same old price until every sack was gone. Now we buy a week's supply at a time. If flour was suddenly to go back to where it was we would be out practically nothing. Our stock moved out so rapidly that our money was turned several times, where otherwise it would have been turned but once.

The same thing happened with sugar. Sugar advanced so rapidly it was almost impossible to keep track of the price. We found our-

selves with about three tons of sugar with prices ranging from \$4.40 to \$7 per cwt. Not wishing to be the highest and not caring to be losers one way or another we advertised sugar at 6 cents a pound when the wholesale price was \$7.40 per cwt. We limited the amount given to each purchaser to five pounds. It took us just two and one-half hours to sell our entire stock. We follow the same rules with everything in stock—selling at the same old prices until our stocks are exhausted. This might be poor business but we think it good. Perhaps we are a little selfish in following this rule for it more than pays us. When other fellows complain about no business we find business hours far too short to do our day's work in never being idle for a minute.

GEO. W. KAPPELT.

Erie, Pa., September 30, 1914.

Postoffice Department Investigating Pinkerton Collection Agency

Complaint Has Been Made That Pinkerton & Co., U. S. Detective Agency, Which is a Collection Agency, Has Been Fraudulently Using the Mails. Scope of Questions Sent Out by Government Indicates Scope of Complaint.

The Post Office Department is after the Pinkerton Collection Agency, of Chicago, Ill. It has done business under the name of "Pinkerton & Co., U. S. Detective Agency," and the original Pinkerton Detective Agency has for years been accusing it of attempting to palm itself off with business people all over the country as the real Pinkerton concern. The Chicago outfit used a letterhead of which the following is a photograph:—

of the National Retail Grocers' Association, reflecting rather severely upon the above concern for its methods of getting collection business. The Chicago Pinkertons at once threatened this paper and Mr. Green with libel suits, and have been threatening ever since, but nothing has come out of it.

The Post Office Department says complaint has been made that the Pinkerton Agency has been guilty of fraudulently using

1. What business, if any, and nature thereof have you transacted with Pinkerton & Co., U. S. Detective Agency?

2. In doing business with said concern, did you think or were you led to believe that you were dealing with the original Pinkerton Detective Agency?

a. Was it represented that this concern was connected by relationship or otherwise with the original Pinkerton Agency?

3. Did you enter into contract with Pinkerton & Co., U. S. Detective Agency, for the collection of your old accounts?

a. How much did you pay them and on what date?

b. What was the amount to be collected?

c. How much has been collected and turned over to you?

4. What particular inducement was held out or statements made which caused you to enter into the agreement?

a. What representations were made as to the methods employed in collecting accounts? Was it by detectives or by ordinary methods?

5. What was the name and address of agent or representatives with whom you did business?

a. Did he represent himself as a detective or as a representative selling contracts?

b. What did he state as to the location and number of offices of his concern and the facilities for collecting accounts?

c. State any other representations made to you material to the above questions?

rected to prices in Camden, N. J., of foodstuffs bought in the Philadelphia markets, and those of Newark and Jersey City, which are bought in New York markets. He believes that this field offers advantages for such an investigation, in that it will scrutinize in a comparatively small territory trade direct ascertainable as interstate commerce. An effort will be made to determine if fixing of food prices in Camden results from any agreement among dealers in Philadelphia, and similarly such a relation exists among New York dealers affecting prices in Jersey City and Newark. The next indictment likely to be sought by the Government as a result of the food investigation, was said to-day, will involve certain sugar refiners in Utah. It was predicted by Department of Justice officials several weeks ago that these indictments would have been reported before now but the Attorney-General thought it best that further evidence be sought before the case is laid before a Grand Jury.

Several New Opinions as to Food Branding.

Government Says It Will Seize A Goods Not Labelled With Net Weight After September Third and Put Up to Owner to Show They Are Not Subject to Law. Opinion as to Destroying Unfit Food Before Shipping It, Also Correct Labelling of Canned Goods.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 2, 1914.

The Department of Agriculture announced several opinions on new questions arising under the Federal Food and Drugs Act dur-

Special Food Price Investigation in New Jersey and Pennsylvania.

United States Attorney-General Gregory has ordered a special investigation into food prices in the sections of New Jersey which are supplied by New York and Philadelphia, the investigation to be made by United States District Attorney Davis for the North District of New Jersey. The Attorney-General has directed that special attention be di-

MATT. W. PINKERTON
Principal & Genl. Manager

A. E. PINKERTON
Asst. Genl. Manager

B. E. PINKERTON
Asst. Genl. Manager

Investigations, Post Records
and Reports Made on
Individuals, Corporations,
Unreasonable Debtors, Etc.

GENERAL OFFICES

PINKERTON & COMPANY

UNITED STATES DETECTIVE AGENCY

COMMERCIAL DEPT.

J. W. HANKIN
Manager

Law and Collections
Everywhere

Connections All Over
the World

Telephone Randolph 2200
P. O. Box 483

7th Floor, BOYCE BUILDING
30 NORTH DEARBORN ST.
CHICAGO, ILLINOIS

Several months ago the "Modern Merchant and Grocery World" published an article written by John A. Green, secretary of the National Retail Grocers' Association, reflecting rather severely upon the above concern for its methods of getting collection business. The Chicago Pinkertons at once threatened this paper and Mr. Green with libel suits, and have been threatening ever since, but nothing has come out of it.

The Post Office Department says complaint has been made that the Pinkerton Agency has been guilty of fraudulently using the mails. The following questions have been prepared for the purpose of eliciting information on the subject:—

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 3

You order something from your jobber, f. o. b. your jobber's address, you to pay the freight. Something happens to it *after* the jobber has delivered it to the railroad—part of it is either damaged or missing.

It seems easy and convenient to deduct for that from the jobber's bill, but is it fair? The goods became yours the minute they were delivered to the railroad, when the jobber's jurisdiction over them ended. He didn't lose them, he didn't damage them. Is it fair to force on him the loss or the trouble of claiming on the railroad?

It is astonishing how much more comfortable life is when you realize you are treating all men fairly.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 110 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestor, Reiff & Co., 36 S. Front St., Philadelphia

Drake & Co., Easton, Pa.

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

ing the week. Interstate shipments of food products that are regarded as unfit for human consumption and have not been denatured will hereafter be seized by the Federal authorities, no matter what labels they may bear. The Bureau of Chemistry of the U. S. Department of Agriculture holds that the label is no obstacle against such products being used for food. Before they can be shipped, therefore, in interstate commerce they must be so denatured that they can only be used for technical purposes.

Another opinion deals with prospective violations of the law compelling all food products shipped in interstate commerce after September 3, 1914, to have the net weight stated on the label. The department holds that the burden of proof rests upon persons guilty of such violations to show that the products in question were either prepared or imported prior to September 3d. Persons who cannot prove this

will be subject to the penalties prescribed by the Food and Drugs Act.

Opinions on the correct branding of canned vegetables, poultry food and cheeses are also announced. According to these, the use of sugar in canning does not justify the use of such terms as sweet corn, sugar corn, and sugar peas. These terms must be reserved for the varieties of the vegetables in question which are distinctly sweet and which are known as sugar corn or sugar peas in their natural state.

When shipped in interstate commerce or otherwise subject to the Food and Drugs Act, all skimmed or part skimmed cheeses must be plainly branded "skimmed" or "part skimmed," in accordance with the facts, on the wrapper or container of each cheese. Where the cheese is of the size commonly sold uncut to one customer the rind of the cheese itself must bear the statement.

HOLT.

This Shows Whether Good Business is Coming or Not

List of Countries Which European War Will Bring Into the Market For All Kinds of American Products, and the Products Needed in Each Case. Enormous Trade Possibilities Shown by Government Compilation.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 2, 1914.

An active effort is about to be made by the United States Government to aid the sale of American goods in the various foreign countries which, by reason of the war, are certain to be buyers. A careful list has been made of these countries, and official information obtained as to the particular goods which they either want now or shortly will want. The Government believes this list serves a two-fold purpose. It is a direct aid to manufacturers who are about to seek foreign markets, and it clearly reveals the immense volume of trade on all kinds of American products which we are certain to do, sooner or later, with foreign countries. The list is here presented:—

Bergen, Norway.—The present situation will cause increased demand for cotton, woolen, linen, leather, rubber and electrical goods, hardware, tools, machinery, bar iron, beams, piping, fittings, iron, tin and zinc plate metal, paper and woodworking machinery, sugar, syrup, rye and wheat flour, chemicals, dyes, musical and scientific instruments. The principal exports from Bergen are fish, cod liver oil, skins.

Christiana, Norway.—America may supply Christiana district with rye, wheat, corn, corn meal, flour of all kinds, peas, rice, beans, sugar, syrup, molasses, grease, lard, fruits, electrical appliances, batteries, cables, copper and iron wire, iron and steel plates, angle iron and steel for ship building machinery, sulphur, druggists' supplies, medical and surgical instruments, gauze, absorbent cotton, chemicals of all sorts, soda, notions, novelties. Exports consist of mackerel, cheese, hides, chalk, cod liver oil, wood pulp, cellulose, nitrate of lime, nitrate of ammonia, matches, wood flour, paper, nickel, ferrosilicon, calcium carbide, aluminum, hardened whale oil, paving stone.

Rotterdam, Netherlands.—Articles specially needed in Holland include wheat flour and other foodstuffs. No embargoes on imports.

No moratorium. No obstacles to American export trade except contraband of war. Transportation facilities are fair, while banking and exchange are steady.

Patras, Greece.—Imports needed: Sugar, wheat, rice, coffee, codfish, cotton goods, copperas, coal, lumber, iron manufactures. Exports seeking markets: Currants, raisins, olive oil, sulphur oil, wine.

Malaga, Spain.—America may supply coal, wheat, lard, condensed milk, iron, steel, hardware, tools, phosphate, fertilizer, glassware, paper, leathers; directs imports small. Barcelona chief distributors. Markets desired for wines, olives, essential oil, pig lead, iron ore, bones, orange peel, aniseed.

Barcelona, Spain.—Merchandise needed at Barcelona: Coal, wheat, cotton, petroleum, chemicals, electrical equipment, corset metals, steel products, cotton mill equipment. Competition reduced in typewriters, office supplies, household hardware, woodenware, automobile parts, tires, electric bulbs, cutlery, tools, lumber, railway ties. Receipts of cotton are practically suspended, the chief obstacles being poor transportation and facilities for payment; this also applies to a limited extent to coal and lumber. Credit should be given to importers. No official moratorium. Exports available: Cork and bark products, glue stock and skins, glycerin, argols, canned peppers and paprika, cigarette paper, garlic, saffron, fusel oil, sulphur and olive oil, nuts and wine.

Aden, Arabia.—America may supply cotton cloth and thread, plain dyestuffs, gasoline, kerosene, soap, candles, flour, millet, starch, hardware, building wood, cement, glassware, iron bars, shoes, coal, canned goods, preserves, liquors, cheap enameled ware, automobile accessories, pottery. Market desired for hides, skins, coffee, beeswax, gums, ivory senna, pearl shells. Freight to America up to 50 per cent.

Zanzibar, Zanzibar.—Market in Zanzibar and East Africa for flour, groceries, hardware, kerosene, piece goods. Exports cloves and copra.

Boma, Belgium Kongo.—The United States should supply rice, flour, meats, milk, wine, beef, medicines, petroleum, coal. Kongo desires market for rubber, ivory, gum copal, palm kernels. Belgian consul in New York can give details.

Saigon, French Indo-China.—Possible market for American linen, woolen and cotton piece goods, thread, flour, canned milk, canned goods, preserves, hardware, structural iron and steel. Articles seeking market: Copra, pepper, gums and hides.

Nagasaki, Japan.—The Nagasaki district would take American drugs, chemicals, pulp, malt, wines, iron, steel electrical supplies. Market desired for porcelain.

Seoul, Chosen.—Markets open for flour, salted herring, condensed milk, kerosene, timber, paper, drugs, dyes, metals and manufactures thereof, electric apparatus, glass explosives. Exports are practically all absorbed by neighboring countries.

Auckland, New Zealand.—Mercantile needs include drugs, chemicals, glassware, pianos, fencing wire, locomotives, crockery, enameled ware, printing, paper, hardware, automobiles, aluminum, chairs. New Zealand exports for which market is desired: Frozen meats, butter, kauri gum, wool, hemp.

Port Antonio, Jamaica.—Principal imports affected by restriction of supplies from Europe: Condensed milk, butter, margarin, beer, malt, jams, confectionery, sweet biscuits, pickles, condiments, safety matches, laundry soap, saddlery, leather

goods, hardware, paints, crockery, stationery, hosiery, buttons, underwear, ribbons, millinery, printed cottons, cotton tweeds, cotton sheetings, neckwear, notions, musical instruments, dolls, toys. Export market wanted for coffee, cocoa, pimento (allspice), dyewoods, honey, beeswax.

Turks Island, West Indies.—America may supply potatoes, flour, beans, salt meats, staple groceries, cotton goods and take in return coarse and fishery salt.

Georgetown, British Guiana.—Merchandise stocks normal; probable market for flour, coal, drugs, sulphate ammonia, corrugated iron, butter, bacon, salt fish, salt beef, pork provisions, cotton goods, shoes. Market desired for balata, sugar, rice, diamonds. Banking conditions normal.

St. Pierre, St. Pierre Island.—Increased demand for provisions from America probable in near future. Fish exports following usual channels.

Halifax, Nova Scotia.—Under present conditions the United States might supply this district with following: Cutlery, machine tools, drugs, chemicals, glass and earthenware, toys and novelties. Market desired for lumber.

Sydney, Nova Scotia.—Crockery, drugs, glass, jewelry, liquors, paper, textiles, toys, wines, are needed. Exports are coal, iron ore, pig iron, steel rails, ingots, nails, rods, fertilizers, fish, sulphate of ammonia, crude gypsum, cement.

Moncton, New Brunswick.—Principal articles required are window glass, sheet zinc, pig lead, block tin.

Rimouski, Quebec Province.—Aside from the general increase in prices of foodstuffs, meats, provisions, grains, etc., local conditions are practically normal. There is an abundant supply in the general stores to meet the demand for home consumption for several months.

Sherbrooke, Quebec Province.—Volunteers in concentration camp from this district make dull market; economy is the rule in purchases. Hosiery, electrical, household and kitchen specialties offer best opportunities at present.

Kingston, Ontario Province.—Trade opportunities include buttons, linens, trimmings, dress goods, laces, knitting wool, fabric, gloves, hosiery, knitted scarfs, braids (all kinds), musical merchandise, Belgian double barrel guns, revolvers, glass, tennis strings, combs and hairpins, toilet articles, toys, dolls, leather goods, chinaware, cut glass pins, needles, hooks and eyes, sulphur, saltpeter, German text books, lead and slate pencils, writing and printing paper, cardboard, vegetables, parchment paper, plate glass, enameled ware.

Hamilton, Ontario Province.—Principal articles for American houses to supply: Tin, lighting supplies, paper, porcelain tubs, sheet and tool steel, machine tools, dyestuffs, cutlery, china and crockery ware, glass, hosiery, silks, velvets, laces, ladies' woolen mantles, millinery, ready-to-wear dresses, coats, waists, collars.

Cornwall, Ontario Province.—No immediate demand here for increased American goods except for gloves, hosiery, knit underwear and ladies' ready-to-wear goods. Other articles may be needed if disturbed European conditions continue. Practically no exports from here, because almost all factory products are sold in Canada.

Calgary, Alberta.—Principal articles which America may supply for Alberta: Iron, steel and metals and manufactures thereof; woolen goods, locomotive and car wheel

tires, cotton manufactures of all kinds, gloves and mittens, silk hosiery, glass, musical instruments, toys and dolls, paper, paint, sugar. Articles exported for which market desired: Grain and meats.

Winnipeg, Manitoba.—The principal articles from Middle Europe sold in this consular district: Braids, fancy boxes, clocks, cutlery, combs, cotton manufactures, particularly cheap hosiery and gloves; electrical apparatus, especially glass fixtures, cheap jewelry, cotton lace, lead pencils, rubber manufactures, imitation silk, tools, toys, violins. Principal exports from this district: Agricultural implements, cattle, fish, flax, furs, hides, lumber.

Victoria, Canada.—Vancouver Island imperatively needs daily beef, mutton, pork, eggs and butter, all from the United States. The island needs clocks, drugs, cutlery, optical goods, liquors, novelties, toys, barbed wire and wire netting, structural iron and steel, table and window glass, hardware, enameled goods, tin plate and other goods. The island exports salmon, lumber, fish and whale oil for soap manufacturing.

HOLT.

Porto Rico Coffee Crop Will Have to be Sold Here This Year.

Amounts to 50,000,000 Pounds. Europe Has Always Taken It All, But That Market is Closed This Year and it Will be Offered in the United States!

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 2, 1914.

Europe has until now purchased almost the entire Porto Rican crop of coffee, which amounts to about 50,000,000 pounds per annum.

On account of the war conditions in Europe, Porto Rico will be obliged to depend on the American market for the sale of this year's crop, which will be harvested between September 1st and January 1st. Many merchants in the United States are already dealing in this coffee.

Free samples of the roasted or green coffee is being sent to any one who sends 4 cents for postage to the Commercial Agent of Porto Rico, 8 Beach street, New York.

HOLT.



Those who know
the delicious uses of
MAPLEINE

will thank you for supplying them

ORDER FROM
Frank A. Smith & Co.
105 S. Front St.,
Philadelphia, Pa.

Crescent Mfg. Co.
Seattle, Wash.

Your Window Display of

WRIGLEY'S SPEARMINT

Brings people into your store who otherwise would pass by



People buy it whenever they see it. You'll have a chance to sell them many other things.

Get constant new trade by taking advantage of the popularity of the most widely advertised gum.

Successful dealers take advantage of other people's money to push their business. They know that by displaying

WRIGLEY'S SPEARMINT

and not working at all on it, they can sell one hundred packages more easily than a dozen unadvertised brands.

Don't push something hard to sell. Take it easy—display

WRIGLEY'S SPEARMINT

and take easy profits with it.



TELL YOUR CUSTOMERS:

"**WRIGLEY'S SPEARMINT** is a pleasant, cheap way to preserve teeth and purify breath. The new tightly sealed package keeps every piece fresh and tasty."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



WITH THE EDITOR

The "Modern Merchant and Grocery World" has received a

Confusion Between
Federal and State
Net Weight
Laws.

number of inquiries along the line of the following:—

Philadelphia, Sept. 26, 1914.

To the Editor.—

Dear Sir:—Would you please inform me regarding the law which went into effect September 1st compelling all packages and bottle goods to have the net weight marked on? Is this up to the storekeeper, jobber or manufacturer?

Yours truly,

JOSEPH O'NEILL.

The net weight law which went into effect September 3d was the Federal law—an amendment to the National Food and Drugs Acts of June 30, 1906. It has no application to retail dealers who break the packages in which goods are shipped to them, and sell smaller packages from them to people within their own State. The Federal act provides simply that package food and drugs shall bear upon the label a statement of the net weight of contents, if they become a part of interstate commerce by passing from one State to another.

Goods sold by a Pennsylvania dealer to Pennsylvania customers need pay no attention to the Federal law, for they are not a part of interstate commerce. But they are subject to a State act much like the Federal act. The Pennsylvania State law goes actively into effect January 1st next, though nominally it is in effect now. No prosecutions will be brought,

however, until the first of 1915. When this law goes into effect it will be incumbent on everybody who sells package goods, manufacturer, wholesaler and retailer, to see that the net weight appears upon the label. Of course the original duty is that of the manufacturer. If he does it it will be done for everybody. But as to goods already on the retailer's shelves, upon which the manufacturer has not put any label of net weight, they must be labeled by the retailer, according to the view of the State authorities who will enforce the law.

A large and well-known flour manufacturer expressed an opinion to a "Modern Merchant and Grocery World" representative during the week which is worthy of reproduction here.

Listen and Heed This
Prediction.

"Money is to-day tight," he said, "as everybody knows, and in my judgment it will continue tight for a year or two no matter how soon the war ends. Because it is tight there will have to be a curtailment of credits all along the line. The manufacturer will—in fact has already begun to—tighten up his credits with jobbers, and jobbers will do the same with retailers. Retailers must do the same with consumers, but they will probably be the last to do it, though they should be the first. Retailers ought to be urged to house-clean

their credits at once and to keep them house-cleaned from now on. It is always easier to do this now than later; conditions never improve of themselves. Certainly they must do it sooner or later, or be forced out of business."

Perhaps this prediction is a little strong; perhaps the outlook is not quite as critical as this prophet would have us believe, but there is much in what he says. With or without a war, there is always need for the average retailer to house-clean his credits. In all our experience we have never known a retailer to lean toward the extreme of severity in credits—the leaning is all the other way. It is always the consumer who gets the big end. Not alone from the small stores; we have known of cases (not our own) where the John Wanamaker store has allowed customers' bills to run nine months without doing any more than to send little notes and statements.

There is never any decent reason why a consumer should make a convenience of his grocer—why he should pay his insurance, and his department store bills, and his taxes and his general bills first and the grocer last. That happens every day. And it will continue to happen until the grocer asserts himself. Can he afford to assert himself? That is a question, particularly where there are many stores and no association, or an association to which a mi-

nority of the merchants belong. With a strong association, he can always assert himself, though in many cases he does not do so even then.

A beautiful scheme has been interrupted and may be broken up.

Convicted,

We refer to the scheme of "Pinkerton & Co. U. S. Detective

Agency," of Chicago, which for some time has been running a collection agency business. Both large and small business people—consumers, too, no doubt—thought this concern was the original Pinkerton Detective Agency, and acted accordingly. There is a difference of opinion as to whether the Chicago Pinkertons fostered that delusion. They say they did not, while many others say they persistently and deliberately traded on the Pinkerton reputation. In the belief that the latter charge may be true, the United States Postal Department is now making an investigation.

Is there a collection agency that is straight clear through? That uses no misrepresentations in its canvass for business, no exaggerated promises; that honestly works to collect money for its patrons, and uses no trickery in the process? And that promptly returns all the money it collects, less its fair and honest charges?

There may be such, but we don't know any.

A Farmer's First Hand View on Parcels Post

The other day at a country fair not far from Philadelphia I had just bought a couple of dozen ears of corn from an old farmer who was varying his pleasures as exhibitor by selling stuff from his farm.

I paid him 20 cents a dozen, which did not seem exorbitant until I had had the corn cooked and tasted it.

A man who looked like another farmer was standing by, observing the transaction. When I had

paid for the corn and was turning away, he spoke to me—

"That's the advantage of being near a large market," he said. "Here's this old fellow selling his corn at a beautiful price, while other farmers can't get anything for theirs."

"What other farmers?" I asked.

"Those where I live," he said, "down in the southern part of Gloucester County, N. J. Down there you can't get anything for your corn because it's such a nuisance to get it to market—it's a long trip to Philadelphia, the big

market. Unless a man has the right kind of team he's stuck there with a lot of stuff that city consumers would gladly pay good prices for.

"Take potatoes," he said. "Down there you can't get 10 cents a bushel for potatoes for home consumption. City consumers are paying 45 cents a bushel for them. It's very discouraging."

"Are you a farmer?" I asked.

"Yes."

**Give Some Thought to Coffee Week
October 19th to 24th, 1914**

See Announcement Elsewhere

"Why don't you try parcels post?" I had an idea I was giving him something new, but it developed that he knew much more about parcels post than I did. Most of the more intelligent farmers do, I imagine.

"The parcels post doesn't seem to be working out so as to help the farmer," he said. "The trouble is to get in touch with the people who will buy that way."

I mentioned what the Government was doing to put the farmer and consumer together, but he didn't seem impressed. "Another question which needs to be worked out," he said, "is the question of credits. I want cash for my goods I ship by mail, and the average person doesn't want to send cash in advance before he sees the goods. Opening accounts with a lot of strangers is impracticable—no farmer could do it."

"Then there is the uncertainty of the mails," he added. "That is the worst of all. I ship eggs or poultry or some other perishable stuff. It has got to reach its destination at the earliest possible minute or be lost. You never can tell with the mails. For the

farmer, using the parcels post is so complicated and has so many holes in it that I don't believe it will ever work out. I am expecting more from open city markets where the farmer and the consumer can meet together."

I reproduce this conversation

because it emphasizes what has always been and probably always will be the fatally weak places in the parcels post scheme. At least that part of it which involves the shipping of food products direct by farmers to consumers.

E. J. B.

Here's an Advertising Plan That is Working

Not Only Gets Business But Brings Customers In. Special Cash Combinations For Given Days. New York State Contributor Says Customers Spend Twenty to Fifty Per Cent. More When They Come to the Store.

Mr. Charles L. Goetzmann, general merchant of West Webster, N. Y., writes this paper about an advertising plan he has been using, which he says is proving a business getter. Not only is it getting business, but it is bringing customers to the store, according to him, which of course every retailer wishes to do if he can. We reproduce Mr. Goetzmann's description of his plan, together with reproductions of his circulars:—

Since June 1st I have been sending my customers a circular similar to the small one inclosed, which we change weekly. The large ones are being posted in conspicuous places in the store. In town the circulars are delivered by a small boy and out of the village they are sent by R. F. D. We change the color of the circulars monthly, to give variety.

This system is proving a business getter, as customers are forced to come to the store in order to avail themselves of the special offers, and in coming to the store they notice the stock, which we try to display to the best advantage. We estimate that our customers usually invest from 20 to 50 per cent. more than they otherwise would. It also

stimulates us—myself and clerks as well—into talking our goods and in using good taste in their display.

Here is the small circular, which is delivered by hand:—

TWENTY-FIVE CENT DAY

Save Money
by coming to the store
- Saturdays
and availing Yourself of our Special
Twenty-Five Cent

CASH COMBINATIONS LOOK THEM OVER

| | |
|--------------------------------|----|
| 3 Jell-O | 25 |
| 6 Cakes Master Soap | 25 |
| 3 Bottles Vanilla 10 Cent Size | 25 |
| 3 Doz. Cookies | 25 |
| 1 Lb. Rumford Baking Powder | 25 |
| 1 Doz. Nursing Bottles 8 oz. | 25 |
| 6 Lb. Bulk Starch | 25 |
| 1 Lb. Special Blend Coffee | 25 |

These combinations are on sale Saturday only and cannot be delivered. Purchases limited to one of each of the above combinations.

C. L. GOETZMANN
WEST WEBSTER, N. Y.
ESTABLISHED 1870 PHONE 18F2

The large circular, which is posted in the store, consists of a

49—You should push nationally advertised goods to the front because they will push you to the front if given an opportunity.

¶ Never was there such a chance as there is now for a retail merchant to ride into prosperity upon the crest of the national advertising wave. There is more national advertising, it is being more generally read, and the merchant who will yoke up with it and use it—squeeze the last dollar out of it that he can get for himself—will find a force behind him that he can never get from the sale of unknown brands.

¶ Remember this, too—that nationally advertised products are much more certain to satisfy than any others.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
American Sugar Refining Co., "Crystal Domino Products"

United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"

American Kitchen Products Company, "Stereo Cubes"
Farwell & Rhines, "Crisp Cross Cereals"
Crescent Manufacturing Company, "Mapleine"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

pasteboard affair 13 x 19 inches. Part of it is printed by the printer, with blanks left for the weekly specials, which Mr. Goetzmann paints in with a brush. Here is a reproduction of the placard:—

TO-DAY IS TWENTY-FIVE CENT DAY

OUR SPECIAL TWENTY-FIVE CENT CASH COMBINATIONS TO-DAY

ARE AS FOLLOWS:

| | |
|--|-----|
| 3 Old Dutch Cleanser | 25¢ |
| 3 Doz Cookies | 25¢ |
| 1 Bottle Ammonia / 1 Bottle Bleach / 1 Can Lye | 25¢ |
| 6 Haarlem Oil | 25¢ |
| 6 Coats Thread | 25¢ |
| 3 Macaroni | 25¢ |
| 4 10¢ Bottles Peroxide | 25¢ |
| 2 Grape Nuts | 25¢ |

NO DELIVERIES ON THESE GOODS

Purchases limited to one of each of the above

Combinations

More Farmer-to-Consumer Parcel Post Work.

Philadelphia was one of the 15 cities selected for extension of the farm-to-city service by parcel post, according to an announcement made last Thursday by Postmaster-General Burleson. The cities selected were: Chicago, Brooklyn, Philadelphia, Indianapolis, Denver, Seattle, Portland, Cleveland, New Orleans, Austin, Providence, Nashville, Los Angeles, Hartford and Richmond. The new service becomes effective October 1st. Postmasters of the smaller towns in contiguous farming areas will prepare lists of farmers who are desirous of selling their products direct to city buyers via parcel post. Each farmer will be required to specify articles which he desires to sell. The lists then will be sent to the postmasters of the large cities, where they will be printed and distributed by the letter carriers.

COX'S Instant Powdered GELATINE

The only imported gelatine. Every lot is up to the highest standard, and therefore passes every pure food test. This genuinely pure and popular gelatine is now in the hands of your jobber at new prices to allow you a more liberal profit.

The Cox Gelatine Co.

100 Hudson St., New York City



Sole Agents in
U. S. A. for
J. & G. Cox,
Ltd.,
Edinburgh,
Scotland.

The New York Letter

Talk of Co-operative Delivery Among Retailers in Various Lines. Organized Grocers Talk of Rising Against City Market Plan. New Chain Store Idea is Twenty Retail Fish Stores. Corporation Formed to Exploit "Made-in-America" Goods. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 2, 1914.

There has been considerable discussion during the past week among the retail trade, meaning especially grocers, butchers and bakers as to the feasibility of establishing a co-operative delivery system in this city. The plan has aroused widespread comment and seems to have originated with the Commissioner of Weights and Measures, who some time ago issued a statement in which he advocated more systematic organization for the delivery of merchandise sold to consumers.

The usual arguments for co-operative delivery, namely, economy and increased efficiency, are being made, but they are not proving convincing to the entire retail trade by any means. Many retailers feel that such a plan in a city as large as this would not be practical. The following suggestion is made as to the beginnings of the plan: In certain zones of the city will be established central stations to receive from the retailer and distribute to the customer, butcher, grocer and baker. The project involves the central station to have its delivery wagons call within the zone of the different retailers on the schedule of receiving deliveries every hour during the dull hours of trade, and every half hour during the busier hours of trade each day, the packages to be brought to the central station and there separated and sorted for house delivery, the packages to be carried from the retailer to the consumer on a schedule of prices based upon capacity as to pounds. It is said 5 cents for each package less than 50 pounds, 10 cents for a package 100 pounds and under. The central station could act for the retailer in cash on delivery transactions, as well as a clearing house through its delivery agents to receive orders.

The organized grocers of the city are beginning to rise against the City Market plan. The call to arms was sounded last week by Charles Thorpe, secretary of the New York Retail Grocers' Association, who issued the following statement:—

GROCERS WAKE UP.

It is high time that the retail grocers wake up to the new form of competition that has made its appearance during the past few weeks.

The retail grocers of this city have shown that they are capable of meeting the competition of the chain stores, the calico grocery, etc., but whether they can meet the unfair competition imposed upon them by the city authorities in the establishing of free markets is another question.

The retailer pays rent and taxes, license for one commodity and an-

other, and in addition has numerous calls from inspectors to see that he conducts his business in a way that meets with the approval of those who have laid down the law.

On the other hand, the city authorities allow outsiders, under the guise of selling direct to the consumer from the producer, to occupy space in our public places and do business without contributing one cent to help to pay the expenses of the city administrations.

This is what we have more than once called unfair competition. It is not justice for the city authorities to demand taxes from the retailer and then turn round and use the taxpayer's money to foster competition of the nature that is to be seen in these free markets.

With all the publicity of the newspapers and with the solid backing of Borough President Marks and his committee, coupled with the

fact that the farmers and occupiers of these stands pay no rent or taxes, there is considerable doubt that taking all in all whether the housewife as a whole is really making a saving, or that the high cost of living has been reduced by the free markets.

The other night one of the city officials said that he did not think that any retail grocer lost a dollar's worth of business through the free markets. The answer to that is—every dollar taken in at the free markets for produce comes out of the pocket of the retail grocer.

To make the free markets permanent would be a crime against the retailers of the city. If the city authorities are desirous to engage in the business of buying and selling they should be willing to do business with no advantage such as free rent and no taxes.

The retail grocer, we believe, is willing to meet any fair competition in the conducting of his business, but it is unfair and unbusinesslike for our city authorities to promote competition that gives favors to one and not to the other.

There should go up from the retail grocers a big protest to the city authorities against discrimination such as is shown by the free markets.

Unfortunately there are not many who believe that the opposition of the organized grocers would amount to very

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

On Being Neutral.—Whether your sympathy is with the Germans or with the allies, the proper thing to do in business is to keep a respectful neutrality of speech. You may say we live in a free country and have a right to express our opinion.

Sure you have—in the proper sphere.

Back of that counter you represent a firm that accepts U. S. money from all classes, all creeds, all nationalities. They deal at your store because you have received them politely and served them attentively.

They're your friends. Is it wise to break this bond of business friendship unnecessarily?

Is it wise to assail the government under whose protection they were born and the people there of who are still dear to their heart?

No sir, it is not.

In so far as it has worked out so superbly at the White House, just in proportion will it apply in your case and mine.

Some First Things.—The first sack of Brazil nuts you receive should be dumped into the show window.

The first buckwheat placed right near the door and the first barrel of cider tapped right in the store.

All first things deserve a prominent place for two reasons. One is for the

sake of announcement and the other for the sake of getting people started early in the season on your goods.

We have great faith in first sales on new goods, because if quality is there, continued patronage will be there, too.

Some stores make a great feature pure sweet cider—apple juice, as it is now properly called. One firm increased their sales from three barrels a season to 15 barrels, all because it was tapped and sold right in the store and because the men pushed it, sending it out in clear glass gallon jars.

Enthusiasm's the Thing.—This habit of keeping mum all the time about goods sends a fellow to seed. That is, it makes him what Mayor Mitchell would call a "non-producer."

Just imagine a fully grown man getting some wages and three meals a day and still numbered with dead ones.

Just wake up and get nutty on some one thing every day—that's enthusiasm.

No doubt our old professor would define it in more classical English. But the above is good enough for our business.

Said an old merchant the other day: "I never in my life discharged an enthusiastic clerk if he was honest."

No, nor did any other wise man.

much. The cry in this city from every standpoint is: "Reduce the high cost of living," and there is a well-founded feeling among the public that city markets, maintained under the auspices of the municipal government, would do this. While there is only very slight evidence so far that this is true, nevertheless, there is some evidence, and it is believed that the grocers' position would not be considered disinterested.

A new idea in chain stores is about to be tried here, in the shape of 20 retail fish stores, which will be started in the Manhattan district early in October. It is announced that they will buy fish direct from fishermen operating all the way from Maine to Maryland, and selling only fresh pound fish. It is said that a capitalist hitherto unknown to the food business, is behind the idea, and that he was inspired to invest his money in the chain of fish stores by the effort of the Mayor's Committee on Food Supply to extend the general use of fish.

At present in this city the demand for fish is enormous on Friday, and is comparatively little on other days.

The new concern will have a capital of \$50,000.

A charter was granted during the week in Albany to "Made in America Products Association," with a nominal capital of \$10,000. The new incorporation is the crystallization of the plan which is now taking form among business people to use the present situation for exploiting American products. The stock is to be issued in shares of \$100 each, and nobody will be permitted to buy more than one share, which admits to membership in the association. Nobody can buy even one share who is not the representative of an important manufacturing or distributing concern.

Headquarters have been opened at 115 Broadway. The prime movers are: President, Mr. C. A. Whelan, of the United Cigar Stores Co.; Carl J. Schumann, of Moller & Schumann, varnish manufacturers; Harry Tipper, president of the Advertising Men's League; R. A. Holmes, of Crofut & Knapp Co., manufacturers of hats; Henry Thompson, of Thompson, Freedman & Cooke.

The association proposes to launch a comprehensive and carefully planned advertising campaign in newspapers and magazines, the theme of which will, of course, be the advantages of American-made products.

Backers of the campaign contend that in a very short time American consumers can become entirely independent of foreign products. Members will be asked to pay a fixed sum monthly towards the expenses of the enterprise.

SUMMARIZED MARKET CONDITIONS.

Tea quiet on account of sufficient spot stocks. Prices fairly steady during the week.—Coffee heavy and weaker in Brazil. Demand very light.—Sugar unchanged at 6.50 to 6.75 cents for granulated. Demand quiet.—Dried fruits in light demand and unchanged in price from a week ago. Citron somewhat eas-



Karo Moves Quickly From Your Shelves

You'll find **KARO** listed on a majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. **KARO** is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find **KARO** the most profitable syrup you can handle. Display the well known **KARO** cans where your customer can see them—you'll find it pays.

Besides its many other uses, **KARO** (Crystal White) is widely used for home preserving. It will pay you to speak of this to your customers, because **KARO** pays you more profit than sugar.

Corn Products Refining Company

NEW YORK



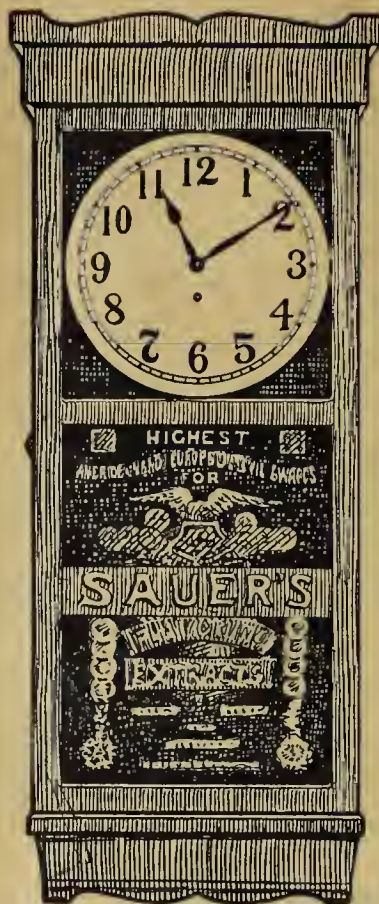
WHAT TO TELL CUSTOMERS

"Cut down your sugar bills by using part **KARO** instead of all sugar in your general cooking—you will effect a material saving and at the same time improve the quality of your cooking. Write Corn Food Products Company for a cook book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



THIS HANDSOME
Mahogany Clock
FREE
 WITH
SAUER'S
Flavoring Extracts



We will give FREE of cost this handsome mahogany clock, a useful as well as ornamental display for your store, with

Five gross 10c. Extracts, at \$10.80, or its equivalent in 25c. goods, with one complete Window Display, FREE; one 2-foot Thermometer, FREE; 50 Postal Cards for name of customers, to be redeemed at 5c. each in trade on a bottle of Extracts, FREE.

FREIGHT ALLOWED FROM FACTORY

Take advantage of this offer and get your customers started on the fastest selling extracts manufactured.

The C. F. Sauer Company
 RICHMOND, VA.



WHAT TO TELL CUSTOMERS

"We sell SAUER'S FLAVORING EXTRACTS because they are the highest grade pure food products—you'll find the strength and flavor superior to all others."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ier and so are orange and lemon peels. Currants easier.—Imported nuts firm with light offerings.—Canned vegetables unchanged. Tomatoes fairly steady on last week's basis. Market not especially strong.—Sicily lemons better in quality and therefore higher in price by 25 to 50 cents per box.—Wheat considerably weaker and holders press for sale. Arrivals very heavy in spite of the fact that farmers are supposed to be holding their wheat.—Flour easier with wheat. Prices getting down to normal. Some holders prophesying higher prices within the next few weeks. Demand Good.—Provisions quiet and inclined to be easy.

CORRESPONDENCE.

Muenster Cheese Manufacturers.

Phillipsburg, N. J., Sept. 28, 1914.
 To the Editor.

Dear Sir:—Will you please oblige me by giving me the name or names and addresses of the manufacturers of Muenster cheese? Please find stamp inclosed for reply and oblige,

Yours truly,
 ADAM MARTIN.

Carl Wilde, 357 N. Second street, Philadelphia, are distributors for the manufacturers of above-named cheese. The manufacturers do not sell direct. This cheese comes in cakes of four or five pounds each; there are 20 pieces to a case. Price, 18 cents a pound.

Cash Carriers.

Parsons, Pa., Sept. 24, 1914.
 To the Editor.

Dear Sir:—Please send me the mailing literature you have on cash carrier systems, and if you have any of said systems installed in this locality, kindly give me proper references so that I may take an opportunity to examine same if interested.

Yours truly,
 E. E. EDWARDS & Co.

The Lamson Co., 929 Chestnut street, Philadelphia, is the leading manufacturer of cash carrier systems and we have asked them to send you literature.

Provision Trade Papers.

Charleston, S. C., Sept. 26, 1914.
 To the Editor.

Dear Sir:—(1) Will you please send me the address of provision and commission merchant papers?

(2) Will you please send me catalogue of computing scale. Thanking you in advance for this small favor, I remain,

Yours truly,
 M. S. CORBY.

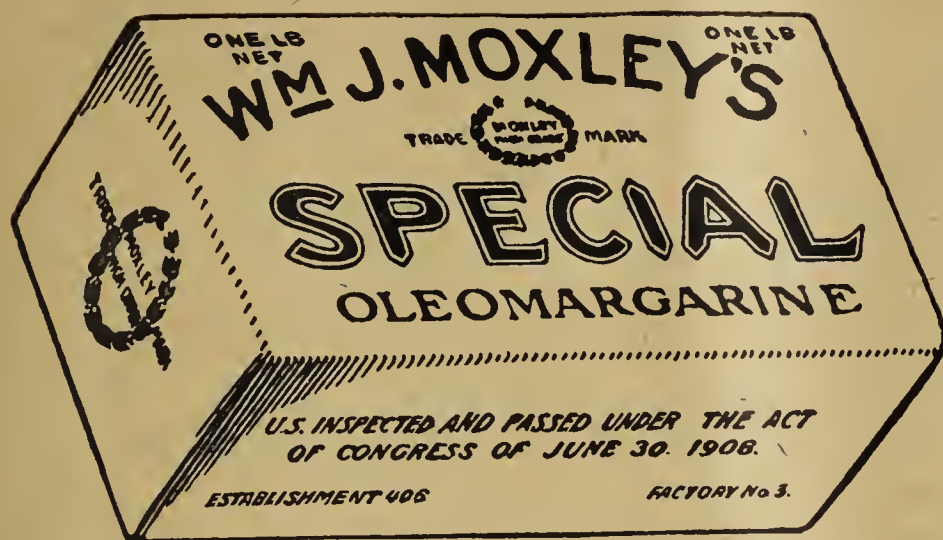
1.—"National Provisioner," New York City; "Butchers' Advocate," New York City.

2.—The Moneyweight Scale Co., Dayton, Ohio, will send you a catalogue at our request.

Experience With a Collection Agency.

Pittsburg, Pa., Sept. 29, 1914.
 To the Editor.

Dear Sir:—Speaking of collecting agencies, we have a collecting agency here in Pittsburg (the Pennsylvania Merchants and Manufacturers' Protective Association, Ltd.) which is one of the best agencies in the State, that is,



Here Is a Good Thing—Take It Up

THE time is past when people speak of **Oleomargarine** (trade name—Butterine) slightly. Everybody is recognizing it to-day as a wholesome and legitimate product—made wholly under Government supervision—and thousands of the very best grocers are selling it regularly to their most particular customers.

¶ The best **Oleomargarine** in the world is

WM. J. MOXLEY'S

¶ We are willing to submit to any test and turn our dairies and churnery inside out to prove this. **Moxley's Oleomargarine** is churned under the most fastidious conditions, from the richest cream and milk, not over twenty-four hours old, and pure animal oils. It contains the nutritive elements of pure milk and cream with those of choice, sweet animal fat. Every ingredient is Government inspected.

¶ It is not only a worthy substitute for butter, selling at a fair and uninflated price, but it is positively better and cleaner than a great deal of the butter which floats about the market.

¶ There is a large and profitable trade on this product waiting for you—the time is ripe. Write us for particulars about handling **Moxley's Oleomargarine**. There is an enormous field already made.

WM. J. MOXLEY, Inc.

CHURNERS

CHICAGO, ILL.

PHILADELPHIA, PA.
117 Callowhill Street

PITTSBURGH, PA.
120-22 First Avenue

BUFFALO, N. Y.
Michigan and Perry Streets

as to collecting money for themselves. When a contract expires they are right on the job trying to collect money from some fool grocer (like myself). I have had dealings with this agency for one year and my advice now is the same as yours, to get a lawyer to do the collecting when there is any collecting to be done.

Yours truly,
J. L. F.

A Collection Agency.

Johnstown, Pa., Sept. 28, 1914.

To the Editor.

Dear Sir:—We want to ask you for reference in regard to the Mercantile Credit Association of Philadelphia, 304 Bulletin Building. Their representative

is at the present time soliciting business in our locality. Their rates are 50 per cent. on the first \$50 and 10 per cent. of all accounts collected thereafter. They do not handle any money, but send the debtor direct to us to make payments.

Any information you can give regarding this concern will be appreciated. Hoping to receive an immediate reply, we are, with best wishes,
Yours truly,
JOHN WIDMANN & SONS.

So far as we know, we have never seen the contract these people use and can therefore not speak with intelligence about them. Their collecting fee, however, is far too high.

The Grocery Markets

Tea.

The tea market shows no change for the week. The demand is still fair, though it lacks the keenness of a few weeks ago. Prices are slowly easing off, and apparently will be normal again in a short time.

Coffee.

The coffee market is still in an unsatisfactory condition from the holders' standpoint, though not so bad from the buyers'. Values in Rio and Santos coffees are easy, nobody is buying coffee except for immediate wants, and the situation is as usual when sellers are more anxious to sell than buyers are to buy. Mild coffees are also easy and not very active. Java and Mocha unchanged and dull.

Sugar.

Sugar is steadily weakening. Raws have dropped to 5.02 cents, though it is reported to be hard to buy at that. Refined is still 6¾ cents for granulated, with the Federal selling at 6½ cents. The margin between the present price of raws and the selling price of refined is much too large, but the refiners are not getting the benefit of this because they are working on raw sugar for which they paid much more than 5.02. The outlook for sugar is downward, and a 6-cent market is predicted by January 1st, if not before. Home-made beet granulated is being offered in Chicago as low as 5¾ cents, which shows more than the usual difference between beet granulated and regular refiners' granulated. The crop this year will be about 100,000 tons below last year, which is by no means all due to the lowered tariff.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is coming into some demand as the weather cools. The price is off 10 points. Sugar syrup scarce, high and in light demand. Molasses dull at high prices.

Fish.

Mackerel is still inclined to be easy, shore mackerel especially. The trade do not want shore fish when they can get Norways, and in consequence holders of shores are pressing them for sale,

at prices that would probably be pretty close to those ruling before the war, with very few takers. Norway mackerel are coming in now, at prices that show no change from last week. They are wanted. Cod, hake and haddock are unchanged, being high in price and fairly active. Salmon unchanged and dull at the moment. Domestic sardines easier and in light demand. French and Portuguese sardines still very scarce. None are coming over and none will come over this season. Prices of the small spot stock are very high, but unchanged for the week. Norwegian sardines have been coming over right along, and the stock in the country is now good—enough to last for several months. Some factories have closed, but there is no sign of any immediate scarcity. Norwegian sardines are ruling at very moderate prices.

Canned Goods.

Tomatoes are unchanged from a week ago. The demand is fair, and information is that the pack is about over. Definite data as to the size of the pack is still entirely lacking, and will not be available much before the first of the year. Corn and peas are unchanged for the week, corn being the stronger of the two, with a short pack in prospect in various sections, notably Maine. Early frosts are responsible. Apples are unchanged and dull. California canned goods are dull from first hands, and also from second hands holders, as the consuming demand has not yet begun. Small Eastern staple canned goods are unchanged and quiet.

Dried Fruits.

Prunes are dull, with most of the trade expecting lower prices, particularly if the demand does not improve. Peaches are still very cheap, but dull, and apricots are dull at unchanged prices. Raisins unchanged. The California combination says it sold more than half the crop at the opening, in spite of the large previous sales of 1913 reprocessed goods. Currants are unchanged on spot. Futures are priced at 7¾ to 8 cents in a large way, and spot prices will probably get down to

that very shortly. Other dried fruits, citron, dates and figs still scarce and high but unchanged for the week. Prospects point to about the usual supply of dates, in spite of the war, but the outlook is not quite so certain as to figs.

Beans and Peas.

Domestic pea beans are working down, and stock has been offered to come forward during the week as low as \$2.43 in a large way. This is a drop of nearly \$1 per bushel from war prices. Marrows are off 10 cents and are now quoted at \$3.90 in a large way. California limas on spot are off 50 points and are now quoted at 7 cents per pound, with futures nearly 1 cent lower. Green and Scotch peas are also easing off and are about 10 cents per bushel lower.

Butter.

The butter market remains unchanged for the week, with about the usual consumptive demand. The make is about normal for the season, and the quality is improving with the cooler weather. Nearby butter is very scarce and all grades of it meet with ready sale at present prices. No immediate change seems in sight.

Eggs.

The bulk of the eggs arriving show only fair quality and are being sold at concessions. Strictly fancy eggs are scarce and are selling readily at full present prices. Storage stocks of eggs are reported to be larger than last year, and the market is only steady. If there

is any change it will probably be a slight decline.

Cheese.

Cheese is steady and unchanged, with a fair consumptive demand. Stocks are reported a little heavier than a year ago. The quality arriving is very good and the market is fairly healthy at present prices.

Provisions.

All cuts of smoked meats are in normal consumptive demand, at prices somewhat higher than usual for the season. A decline is likely as the season advances. Pure and compound lard are barely steady and if they change at all will probably decline. Barreled pork, canned meats and dried beef are all firm and unchanged, with a moderate demand.

INDIVIDUAL MARKET REPORTS

Standard Canned Goods.

This last week developed another surprise in the tomato market; in fact, two surprises, namely, the non-arrival of the anticipated, or rather the predicted glut in raw tomatoes, based on the very hot weather during the last two weeks, and, probably, all chances of a glut this season have gone a-glimmering, for the reason that it is now too late in the season, the nights being too cold for the fruit on the vine to ripen rapidly. The other surprise was the sudden decrease in the buying orders, in point of numbers as well as in the average size of them. In almost any kind of a season the month of September is counted among the heavy

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

buying months and there are several very good reasons why this September should have played a star role in that direction. Before the canning season opened the buying of tomatoes for future delivery was the lightest in many years and the stocks in the hands of the jobbers from last year's crop were remarkably small, so that the liquidation of a big, broad market for new pack in September was considered to be excellent. Things market-wise have gone awry temporarily, but the jobber who has the courage to buy tomatoes at to-day's prices will have less trouble him in the next four months than the buyer who waits longer. Canned tomatoes are not going out of fashion this winter.

The receipts of raw tomatoes this week, instead of increasing heavily, are actually smaller than they were in the previous week, and not a cannery in Baltimore was able to secure enough tomatoes for a full day's work. Nor are they able to buy them any cheaper so that the cost of manufacture was less. In the face of these facts, the market prices of the canned article declined for the reason stated in our last week's letter. Everyone who knows something about it agrees that it is almost a sure thing that the output this season will be much less than it was last year, and that the average cost of manufacture will be higher. The basis of a stronger market being admitted, it remains to be seen what counter elements may develop to overcome it. In the other lines of vegetables there were three items that showed some strength in a dull market. Sweet potatoes were active and strongly inclined to advance because of unfavorable crop reports. Spinach and string beans were only other articles that found more buyers. But there was an absence of buyers for any other line of goods excepting the usual daily small-isolated orders. Some of the ordinary grades of oysters were easier this week because of lack of demand and all of the other lines were dull.

Further reports about the pear crop being short caused a small increase in the buying of them. Larger receipts of apples attract little attention to them, although the prices look inviting. Blackberries are firm, but none of the other items of canned fruits received much attention during the week, except peaches and second peaches, for which there is a fair demand and the prices are reasonable. Love oysters were dull this week; prices unchanged.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Sugar.

The sugar campaign is practically over. The big advance in the market is due to the demand from abroad, and the sensational publication in the papers causing the housewife to buy sugar. The sustaining factor for the campaign was the demand from Great Britain, which last year imported 2,136,189 tons of sugar, say, 1,046,481 tons raws and balance refined. Of the raws, 471,000 tons came from Germany, 161,083 tons from Austria-Hungary, 11,377 tons from the Netherlands, 2,526 tons from Belgium, 223,980 tons from Cuba, and balance elsewhere. Of the refined 446,749 tons came from Germany, 198,431 tons from Austria-Hungary, 178,789 tons from Holland, 49,720 tons from Belgium, 26,576 tons from France and balance scattered. So you can see that the principal source of Great Britain's supply was cut off by the war. The continent of Europe was expected to produce this year 8,254,700 tons beets, the bulk of which is from the countries at war, as follows: Belgium, about 230,000 tons; France 900,000 tons; Germany 2,800,000 tons; Russia 2,000,000 tons; Austria 1,000,000 tons.

"The Daily Sugar Journal" now gives the following information: On about August 11th,



STOLLWERCK

Gold Brand Cocoa

Pleases Your Customers and Increases Your Cocoa Business

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and the *Dutch process produces cocoa* of the finest flavor and easiest to digest.

Think of those two points! First, its *flavor* will *please* your customers; second, Stollwerck's will *not disagree* with them—they can drink as much as they wish.

Not only will STOLLWERCK'S GOLD BRAND COCOA sell readily because of our extensive advertising, and *keep selling* because of its fine flavor and quality, but it will also help you sell STOLLWERCK'S MILK CHOCOLATE, and STOLLWERCK'S PLAIN CHOCOLATE, and STOLLWERCK'S GOLD BRAND COOKING CHOCOLATE—all high-grade, profitable, customer-pleasing goods. It will pay you to push the sale of our entire line—pay you in increased sales and profits and pleased customers.

Write us for FREE cutout of can of GOLD BRAND COCOA.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA won't disagree with you because it's made by the original Dutch process which brings out the flavor and makes cocoa perfectly digestible."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

the German army spread itself over West Liege and East Brabant Provinces of Belgium, which produces one-half of the crop of that country, destroying buildings and factories, as well as fields, then later in Hainaut Province, which produces about one-third, and altogether, it is hardly expected that over 80,000 tons can be gathered. Later, in France, the German army's right flank passed Roubaix, in the Department of Nord, where there were 42 sugar factories, whose productions it was estimated this year would be 116,000 tons, following this they passed through the Departments of Calais, Somme and Oise, where there were 26, 37 and 21 factories, respectively, with estimated productions of 149,000, 134,000 and 114,000 tons of sugar, respectively. Then the Department of Aisne was entirely overrun, having 54 factories, with estimated productions of 194,000 tons; in the East

the Department of Ardenne and Marne, 10 factories, producing 36,000 tons, were also crossed, and in the Department of Seine et Oise, which contains 12 factories and producing 58,000 tons, where the advance of the German army was stopped.

From the above we may fairly conclude that the beet crops in the Departments of Aisne, Nord, Calais, Somme, Oise, Seine et Marne, Marne and Ardennes are all or partly destroyed. These leave a possibility of harvesting about half the estimated crop in France and about 80,000 tons in Belgium, provided they are to get to work by December, and of course if there is no more damage done. There is no evidence that either the German, Austrian or Russian beet crops have been damaged as yet, as there are only a few factories in Galicia or Russian Poland and none in Western Germany.

It is apparent that the damage to the foreign growing beet is not as bad as was first expected, but as England can only produce about 85,000 tons of refined a month, while her consumption will probably be 100 to 125,000, she will buy the balance from this country and will to some extent steady the refined market, which will rule, as long as the war lasts, higher than usual.

However, prices declined very rapidly the last two weeks from the very high prices (about 1½ cent too high), and it will be wise for all dealers to buy as they need from week to week, as the domestic beet crop, say, about 600,000 tons, is now coming in the market, to be followed by the Louisiana crop of 200,000 tons, then by Cuba, who it is reported has already sold 200,000 tons to England for January, February and March shipments, at the basis of 5½ cents for raws, which indicates a lower price for refined than is now ruling.

HALPEN, GREEN & Co.

Philadelphia.

Imported Fish Specialties.

Quiet reigns supreme may best be applied to the business done in our line during the last week. We are, of course, busy enough; in fact, very busy and our business as far as volume concerned is ahead, against this month last year, but at the same time compared with the enormous rush that had since the outbreak of the war, naturally, business may be called quiet.

A few lots of Holland herrings of fancy quality arrived this week, but prices are so enormously high that buyers are taking them only in a small hand-to-mouth way. If there are more arrivals in Holland, we will get more fish, and undoubtedly also the cheap grade, which will stimulate the demand.

Scotch herrings are selling in a small way. The demand is only fair and prices just about well upheld.

By steamer due here to-morrow and the day after is expected the first fine fancy Norway fat white mackerel. Both of them have been sold to arrive. Our cables from Norway report an advance in the price during the last week most likely on account of the large demand.

Irish mackerel quiet and neglected.

The sale of imported sardines continues in a fair way. No rush whatever, but there is a regular and steady demand, particularly for the fine grade of Norwegian sardines, and the better grade of Portuguese sardines. Prices are held somewhat above those quoted before the war, but it is only natural because figuring the higher rate of exchange and war risk insurance, extra heavy freight expense and cabling expenses, etc., the importers naturally must add this to the cost, and naturally the selling price is then much higher, but no one can really complain to-day about high prices. They are really reasonable in our line.

Sprats are scarce. None can be had from either Belgium or France.

Norwegian Sardines.—The fishing very poor and packers are unable to offer any freshly packed goods at the present time.

We are getting shipments from practically all our sources of supply, except food products from Germany and Russia. Of course, we are having great difficulties and great expenses in getting those shipments, but we feel that we are obliged to get those goods so as to satisfy our old friends in the trade.

STROHMEYER & ARPE CO.

New York.

Evaporated Apples, Etc.

There has been a better demand here for evaporated apples and the stock cleaned up from the evaporators as soon as it is made. It will be a couple of weeks before we have any surplus, and it is very doubtful as to how many evaporators are going to open up.

The market is quotable at 5¼ to 5½ cents for small shipments of prime quality, in 50-pound boxes, with choice stock held ½ cent per pound higher.

Sellers would probably shade the prices a little for November or December shipment, although they are not firm sellers for late months, owing to the uncertainty of the output.

Raspberries are firm and scarce. Good stock is quotable at 21 to 21½ cents f. o. b. in barrels.

C. C. HALL

Rochester, N. Y.

Uniform Food Law Committee to Meet in Washington.

The Special Committee on Uniform Food and Drug Regulations, appointed by the Chamber of Commerce, U. S. A. will hold a meeting in Washington, at the general offices, Riggs Building, October 8th.

Easy to Get—Easier to Hold

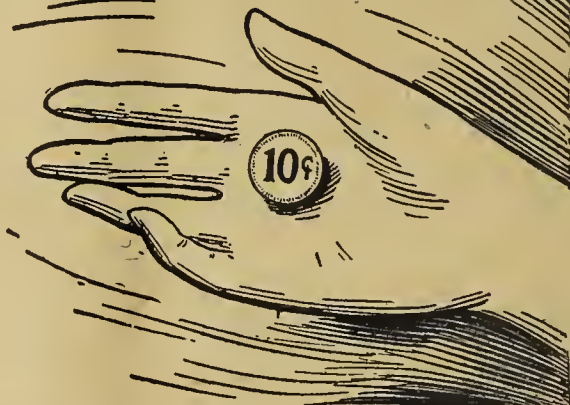
¶ You will have less trouble holding **Wheatena** customers than holding customers for any other cereal you can name.

¶ It is a solemn fact that regular users of **Wheatena** stay put—they and their children and their grandchildren. Good business to sell merchandise like that.

¶ **Wheatena** is the hearts of selected wheat—quite different from other cereals.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association



Dimes and Dollars for Our Dealers

RED SEAL LYE is a fast seller that turns a steady stream of dimes into the grocers' cash register. Why? Because of our persistent advertising to the consumer. How are *your* sales? If they're not lively enough write us and we'll co-operate with you to increase them.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

WHAT TO TELL CUSTOMERS

"We sell ten cans of RED SEAL LYE to one can of any other kind. It's stronger; it's more convenient to use. Try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to over-run his account. Save time, labor, losses, book-keeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

WE HAVE SOLD MILLIONS OF THEM!

Let us send you Free Samples and Literature.

J. P. FORBES, Forbes Building, Coshocton, Ohio



If You Haven't a Good Safe, Read This



For only \$27.50 we sell you our famous **Gibraltar Safe**, No. 125, weighing 750 pounds and ample size. Outside, 32 x 22½ x 22½; inside, 18 x 14 x 12½. We letter your name free. Fireproof.

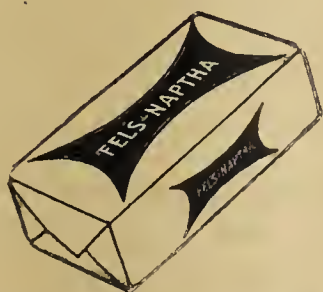
This is an honestly made safe, as good in its line as the **Howe Scale** is in its line. It will serve all your purposes for the rest of your life.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.

¶ This is a letter from a Delaware retail grocer.

¶ "Yes, I have been using **Fels-Naptha** soap in my family and have been selling it for many years and think there is no better soap made. Your sign that you sent me was tacked up."

Fels & Co.
PHILADELPHIA



Again in Season!

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

Boots—Shoes—Findings

Women's Lace Shoes in Vogue.

The appearance of laced boots for women this season is a departure not anticipated by the retailer when orders were placed in the spring for this fall's delivery. Possibly a few fashionable stores in the cities may have been tipped off, or had the prescience to stock them with a view of having and pushing an exclusive line. Certain it is the general merchant would fight shy of buying a line that is properly ranked as an extreme novelty until their wider sale led up to a staple demand. At any rate, this line is being placed before the public in an alluring way by clever advertising, the new tops of white calfskin and other features making up strikingly dressy footwear. They also come in patent coltskin, short vamps, with narrow patent leather laces and back-stay stitched in white, also fawn cloth tops, tan kid laces and back-stays. The feature, of course, is the use of laces and made after the so-called French model.

Worthy Recommendations in Ordering, Shelving and Retailing Shoe Stock. Adjustment of Complaints. Clearance Sales.

Every year a conference committee representing the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association settle disputed points in manufacturing, selling, deliveries and retailing. The report has been distributed among the trade, the recommendations and conclusions being of more than passing interest to the general merchant handling a shoe stock, and which may be turned to practical account in more ways than one by the storekeeper and his clerks. For example, the committee says that the public has been served with too free a hand in the adjustment of complaints and that it has been led to expect too much. To lessen the number of unworthy adjustments that operate against the merchant and the manufacturer, it is recommended that with the sale of each pair of shoes the retailer deliver a ticket setting forth the conditions of sale, as follows:—

We don't mean that these shoes will last forever. We do not guarantee the life of the shoes, as one will wear a shoe longer than another. If they rip in unreasonable time we repair them for you. If a bad defect shows up in the making of the shoe we replace with a new pair. Any shoe will wear out, so don't make foolish and unreasonable claims on us. This ticket must be brought back when you come to make a claim or we can't make any adjustment for you.

The committee, in the same connection, also advise that when a customer returns a worn shoe with a complaint that the case be adjusted on the basis of the purchaser paying for the service and value received from the shoe. Whenever possible the retailer is to

repair the shoes instead of giving a new pair and charging them back to the manufacturer, as is not infrequently the case when the dealer has the opportunity and thinks that the former will "stand for it." It is urged, that the manufacturer be treated with consideration in all such transactions, and he should not be "held up" for no more than his proper share of the cost of adjusting a complaint of this kind, the retailer bearing in mind unavoidable imperfections in workmanship and material. Retailers are cautioned against guaranteeing shoes made of patent, enamel and Russian or tan leathers, as well as fabrics of every kind.

Whenever a new store is opened or an old one remodeled the recommendation is again made that the shelving be built to accommodate the standard size cartons, the measurements of which were adopted in January, as follows:

| | Length. | Width. | Depth. |
|----------------------|---------|--------|--------|
| Men's | 12¾ | 6½ | 4⅞ |
| Boys' | 11¼ | 6 | 3¾ |
| Youths' | 10½ | 5¼ | 3½ |
| Women's | 11½ | 5½ | 3½ |
| Misses' | 10½ | 4¾ | 3⅞ |
| Children's | 8¾ | 4½ | 2¾ |

In order "to save waste and expense that result from cancellations, your committee urges that retailers be extremely careful in placing orders; and to make a purchase in the true spirit of a regular contract." In returning shoes to the manufacturer the cheapest way should be employed, whether freight, parcel post or express. The suggestion is renewed that, wherever possible, manufacturers should dispose of their "floor goods," such as cancellations, returns and damaged stock, to their regular customers and not to job lot specialists. That when a dealer's name is stamped on such merchandise that it be effaced before the shoes are disposed of. The stamping of fictitious values and names on shoes is condemned as a vicious practice, and one that should be abolished in justice to the public and as a means of curtailing the questionable merchandising methods of the so-called "sample" shoe store and the retail mail order house.

That the profits of the retailer be better conserved it is recommended that the time of so-styled "clearance sales" be curtailed and the regular selling season lengthened. For example, in the Northern States or territory, no winter shoes should be cut before February 1st and no summer shoes until August 1st. Dealers should purchase stock closer to the requirements of their trade, avoiding freaks and extreme novelties, excepting in very limited lots. If this were more generally observed merchants would have less merchandise for the clearance sale season. All manufacturers are urged to adopt a uniform size system for sample lines, in order to make them more salable, in a range of three or four sizes and widths for all kinds and grades of shoes. It is

likewise recommended that manufacturers use all diligence and care that goods are shipped "as near the date specified as it is possible to do so." This would lessen cancellations and diminish returns so that the "floor goods" sold to the detriment of manufacturer and retailer will be greatly reduced.

An important new regulation relates to "split shipments," which will help manufacturers to distribute their products more evenly over a season with better success. By splitting the shipments, which should be done with due regard to the seasonability of the shoes and the size of the order, the retailer will be enabled to make a quicker stock turnover and, at the same time, keep his merchandise new and fresh. The general storekeeper should consider and follow all these recommendations as along progressive lines of merchandising.

Dry Goods Notions Knit Wear

Cancellations and Returned Goods.

For a time the returned goods question was a live issue with a large number of jobbers and manufacturers who sell the retail trade. After much discussion on the "still hunt" plan, it was decided that the problem was so complex that each individual concerned should settle cases as they arose in their own way. Nevertheless the complaints against merchants returning goods willy nilly are yet to be heard. The boot is on the other foot, however, when it comes to cancellation of orders on the part of the same complainants. Jobbers of note are said to be the guilty parties, and on this score the "Textile Manufacturers' Journal" says:—

It must be a new experience to underwear buyers to be told that cancellations of orders are absolutely refused. It is refreshing to note this evidence of backbone on the part of knitters, which is so diametrically opposed to their attitude in many previous seasons. It was time the worm had turned, and evidently manufacturers and their selling representatives have come to realize it. So far as we can learn the edict has gone forth that bona fide orders will have to be taken as per contract, and though in instances shipments may be deferred at the earnest request of buyers, they will eventually be delivered unless the house is financially irresponsible.

Of course this has not always been the case, and the buyer has come to feel that he could accept or refuse his contracts as he saw fit until he has grown arrogant in his assumptions.

Certain of the demands made by buyers of knit goods this season have been ridiculous. A million dollar house in the South is reported to have demanded that an order for four cases be cancelled or payment would not be forthcoming. The buyer was politely, but firmly

told that the goods would be shipped as per contract and that payment would certainly be expected in due course. These instances could be multiplied indefinitely.

New Lines in Embroideries.

With skirts becoming wider, embroideries are showing an increased demand, and road salesmen recently started calling upon merchants are sending very satisfactory orders. The orders so far placed are for staple goods. The new lines are well supplied with fancies. Ribbon insertions, beadings, narrow edgings and some 18-inch flouncings are included in the current purchases by the retail trade. The new goods is the continuance of sheer light materials, swisses, cloths, on the organ-die order, and some voiles and light woven fabrics are again featured for next year. Colored novelties are also represented in the new lines, with small neat figures dominating in the bulk of the patterns.

Range of Seasonable Suitings. Lustrous Fabrics Popular.

Questions regarding what suitings will be worn are answered in this wise by retail authorities: First of all, broad cloths for redingote suits and tunics dresses. The color assortment is of a wide range in new as well as staple shades. Gabardines, also used for dresses as well as suits, are very soft and pliable. Wool poplins in a large variety of qualities and weaves, in many dark shades. Serges, principally in navy blue and black and a few colors. New ripple suitings, slightly rough.

Retailers, for next spring, are buying popular priced worsted dress goods quite freely. Satin faced goods are strong sellers, particularly gabardines. Indications point to large sales of lustrous faced prunelles costing around \$1 a yard in the primary market. The business placed by general merchants on medium price piece dye worsteds are substantial. A wide range of weaves has been bespoke by retailers. Serges and poplins are also being bought for spring delivery. Serges of 36 to 54-inch width are in demand and not easily obtainable in desirable quantities, duplicate orders having been taken for November shipment. New weaves in low-end dress goods, with special stress on ottoman are being taken freely from merchant by the wholesalers. Mixed coatings of various sorts continue in good demand for immediate delivery. Stocks of domestic and foreign novelty coatings are not plentiful.

Owing to Increased Foreign Sales Dry Goods Going Higher.

The mixed situation with jobbers, manufacturers and merchants, so far as the supply of dry goods and allied lines was concerned owing to the European troubles, is now gradually clearing. The demand for goods from Europe is growing stronger and more pronounced daily, and with the continuation of the war conditions will grow more acute. This means an advance in prices to retail merchants here in proportion to the development of the foreign sales.

which promise to be large. Goods already bought to be shipped abroad include sheets, pillow cases, knit goods, blankets of all kinds, towels, duck, hosiery and some men's wear. These purchases have been largely of spot goods.

A month from now the market effect of these purchases will be more strongly felt when domestic buyers, including tailors, begin to look around for goods for immediate shipment. Wide shirtings, for example, have been steady for some time, and the quantities bought for export recently will have an indirect effect, at least, in keeping them strong. On towels for spring delivery prices would have been named last week, but for the lots engaged for foreign account, and the possible scarcity of linen, had not obliged first hands to be careful in not making quotations too low. Also with the threatened shipping abroad of large orders of this merchandise may compel merchants and buyers to order ahead if they are to have stock on hand.

There is a good inquiry from interior merchants for certain standard ginghams. More interest is being taken in wash goods—the medium priced American dress ginghams—because of the uncertainty of getting foreign merchandise that was counted upon a month ago but did not materialize. Fine zephyrs are selling better than usual and with Western houses some of the highest American yard dyed fancies are in better demand.

Reasonable Weather Causes Active Buying.

Cold weather is expected to bring a tremendous volume of orders from merchants in the Middle West. Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Retailers now have their stocks in a condition for the first cold weather. Current wholesale distribution will be somewhat lighter until lower temperatures start the movement of heavier goods, necessitating the filling-in of retail stocks. A good volume of early spring business is being booked on such lines as are being shown. Domestic Valenciennes laces are in large demand, and the limited number of plants in this country equipped to make this character of lace means that they will be kept extremely busy. Oriental or net top laces are the most wanted items in the foreign lace lines. Chiffons, wash blouses and embroidered veilings are other imported items for which there is already sale.

"Prominent among the accepted ideas in white goods for spring are embroidered voiles, crepes and organdies. This is foreign merchandise, but orders are being taken with reasonable assurance that they can be delivered in time for spring business. Sheer lace effects in popular priced domestic white goods are selling freely. In wash dress goods, printed and embroidered effects on sheer fabrics are the leading styles for spring."

The same spirit is reflected in the advices from John V. Farwell Co., Chicago, which say: "That a tremendous vol-

ume of orders for seasonable merchandise for at-once delivery will press upon wholesale distributors as soon as cold weather is fully established is indicated by the order fluctuations at rise and fall of the thermometer. Each drop in temperature brings its corresponding increase in orders and puts vigor into immediate business in sweaters, fancy knit goods, underwear, hosiery, blankets, comforters, etc. Roadmen now out with samples for spring report stocks low and active demand for desirable merchandise, especially in wool dress goods.


"There is much more than the usual demand for spot delivery on such fabrics as navy and black serges, broadcloths and fancy cloakings. Customers recognize that there is a legitimate advance in values and appreciate their being able to secure goods for immediate delivery. Black silk and wool poplins continue very active sellers. A demand is also noticed for lightweight chiffon panamas, both for at-once and spring delivery. This fabric is always active when pleated skirts are popular. Black dress goods are having a phenomenal sale, with prospects of popularity continuing into spring. Sales of black dress goods are double those of last year. Fancy scrim in Arabian and white are in great demand. Sheer tulle ginghams and all lineweave white fabrics are selling very well for spring. An advancing market is reflected in the increased demand for all kinds of linen handkerchiefs."

No Activity in Underwear. Change Impending at Better Prices.

So far the underwear market is very much to the satisfaction of the retailer. That is to say, goods of all kinds are plentiful and no change in prices has been announced that is causing any special worry. Perhaps the increasing inquiry from abroad may change conditions, and news of this kind is not lacking. The price of cotton and wool has also led to the existence of this sluggish market, the mills not being disposed to grant any concessions in view of the existing and future uncertainty. Manufacturers of brand merchandise are not included in this classification, for if their publicity has been properly looked after, they control their own market. The reputation of the brand becomes practically an insurance policy on the concern's business. The unknown maker of unmarked goods, on the contrary, has no assurance whatever that he can keep his trade, for he has no reputation to fall back upon.

Ribbons Slightly Higher. Narrow Velvets in Front.

Changes in ribbon preferences are announced every week. First a demand for the wider kind is reported as the proper lines on the market, until an expert or two declare the narrow description is the vogue. Advance orders for next season, while of fair volume up to this time, now show signs of hesitating on the part of retailers. Revisions in prices for next spring delivery amount to at least one-eighth of a cent to a quarter of a cent a ligne, and are mainly for plain goods. Imports,




National Selling Service

National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer that carries National Biscuit Company goods.

Back of National Biscuit Company advertising is National Biscuit Company quality. A full line of National Biscuit Company products in the famous In-er-seal Trade Mark packages means business expansion and steady sales.

National Biscuit Company products are continuously growing in popular favor with the women of the country who have proved National Biscuit quality and service for themselves.

NATIONAL BISCUIT COMPANY



especially for velvet ribbons, are now coming more freely. Narrow velvets are wanted, such as 2s and 3s, and the latter are reported scarce. The advances on imported velvet ribbons so far are said not to exceed half a cent a ligne in the primary market.

Colors and Stripes in New Fall Shirts.

Warmth in color is the marked feature of the fall shirts, now being delivered. Road salesmen are pushing the pinks as a leader, but it depends upon the merchant's constituency whether such a shade would appeal to his constituency, excepting with the younger element. In fact, the season's shirting, in many instances, may be truly described as just short of loud. As in other lines, the tendency is toward subdued colors, for obvious reasons, and probably men's shirts, as the fall advances toward winter, will reflect this sentiment more emphatically than at present.

Other patterns favored are the blue grounds with white stripes, white goods with line stripes of several shades, such as brown, green and blue. In other lines, while the stripes are wide and

more pronounced than in the past spring and summer, many models show the stripes running across instead of vertical. The smart thing in shirts is the pleated bosoms, and cuffs are medium, between the stiff kind and the soft starchless description. The latter have proven so popular with men, excepting for formal dress, that the shirt manufacturers, even with their commendable desire to introduce innovations for the laudable purpose of stimulating sales, are uncertain as to the merchant's indorsement of the change.

Seasonable Weather Stimulates Buying. Hosiery Situation Vexing.

With the arrival of seasonable weather, retailers are buying more freely. This is also due in part to the knowledge that stocks in some lines of dry goods are running low. Narrow serges in blacks and blues are reported scarcer and bleach goods are down to a stage where they soon may be at a premium. It is admitted there may come a scarcity in hosiery in wanted colors, and merchants are not backward in consulting with their jobbers and wholesalers, and the mills which sell to the dealer

direct, as to the future possibilities in this respect. Many hosiery manufacturers are accepting orders stamped "Subject to delay in delivery, and also to a reduction of quantity if the product of the mill is curtailed by inability through war embargo to procure necessary materials and supplies."

Gloves and Notions Commanding Higher Prices.

Since early in August no kid, cape, mooha or suede gloves have arrived from Europe, where they are made chiefly. Stocks are therefore low, and prices have been advanced from 25 to 50 per cent. It is believed merchants are inclined to advance prices on their old stocks as well as on the new season's goods. Notions are also none too plentiful, excepting lines of domestic manufacture, and there is a tendency to maintain prices at as high a level as the buyer will stand. There is no reason for this attitude on the part of either the jobber or manufacturer, but the inclination to take advantage of the situation seems too tempting not resist.

Hardware Tools Specialties

When the Merchant Carrying Hardware is Weak Against the M. O. House.

After chatting about current trade and the immediate possibilities of the future, especially that of the general merchant with a hardware stock, the manager of a prominent wholesale house said to the "Modern Merchant and Grocery World:" "One reason why mail order houses have such a swing, particularly in villages, small towns and

among farmers as well as artisans of any class, is the enormous stock of everything they catalogue. Everybody must concede these tremendous institutions have carved out a line of business which the retailing merchant either deliberately neglected or overlooked, and their present overshadowing status cannot be overthrown by association resolutions or the futile denunciation of the individual dealer.

"Now, our position in the trade is along similar lines. That is to say, when a merchant is making up an order for hardware, and is being solicited for certain items by small concerns which carry limited stocks, we usually have the preference. There is not an article in hardware we do not carry, and are therefore in a position to meet any demand completely and promptly. I do not say but what other firms are likewise equipped; though I am positive, from many years' experience, they are precious few. Further, we take pains with orders from all classes and grades of merchants, so that if any of them want the twelfth of a dozen of this or that, or the quarter or third of a dozen of anything else, from gimlets to the finest tools or a carload of something besides, it makes no difference. We have the goods.

"This is where the catalogue house appeals to the buyer in isolated communities. Perhaps he wants a hammer or an axe; at the same time he makes out an order for a shirt, some dress goods or a coat or some paint, and perhaps a side of bacon or a pair of shoes. So you see when a merchant starts in to go up against this kind of game it must necessarily be a co-operative affair—and in his neighborhood or section—else the scheme will fall flat. They must either have the stock or the wholesalers' or manufacturers' catalogue to convince the customer the goods can be had promptly and at a competitive price.

"Our foreign trade, excepting with continental Europe, has not diminished. Of course, there we are about cut off,

but in South America and other parts of the world trade is expanding in a really astonishing way. Our men who are selling in European countries have been shifted to China, Java, Japan and other Far Eastern territory, more as an experiment and to feel out the market on hardware than with any special expectations; but they are doing wonderfully well in selling goods, and American made hardware will secure a permanent foothold there that nothing can disturb in the future. I have heard of complaints of business being slow in some sections, and it is undoubtedly true; but our monthly percentages of sales are increasing and not diminishing."

How to Display and Sell Scissors and Shears.

Evidently no time is being lost by American manufacturers of cutlery to draw the attention of the trade anew to the quality of their lines in comparison to German made merchandise. This is true particularly of the low price goods, the major portion of which was of foreign origin. As previously stated in this department on scissors and shears, while there seems to be a stock on hand for a few weeks longer, it is rapidly becoming depleted. This is the opinion of the John J. Conway Co. Their advice on the proper methods of displaying and selling shears and scissors in the 5, 10 and 25-cent class is worth considering. It follows:—

First.—Our first suggestion is that every store should obtain cloth-lined trays made to fit the counters, having a section for small scissors and a section for the correspondingly large shears. Shears or scissors of the same size and style should be kept together as far as possible, and your counter tray should always be well filled.

Second.—Shears and scissors must be thoroughly wiped up clean every day (trays should also be cleaned out at least once a week), as we all realize that nearly every woman coming into a store picks up one shear, then a scissor, and so on, until she buys what she desires; but all items that have been handled will show finger marks and are

not presentable to the next purchaser.

Third.—Keeping up of stock on your counters is very important. Has it ever occurred to you that oftentimes a woman comes into your store for a six-inch scissor with small handles, and you have plenty of stock in the boxes in your stock room, but your clerks allowed the trays to run out of the particular scissor your customer wanted. The outcome is you have lost a sale because the customer did not want the large sizes you displayed, but all the time you had under your counters just what she wanted.

Fourth.—We also have observed that oftentimes a merchant lays out on his counters a large stock of different styles and sizes, and two or three sizes have a heavy sale and the clerk has not replaced the shears on your counter, thus leaving an empty space. A purchaser enters to buy some particular shear or scissor, but the clerk has crowded hammers, screw drivers or some other articles in the places left vacant by the sale of your shears and scissors; your clerk is busy waiting on some customer; the prospective customer does not see the scissors displayed that she wants and goes out. There's plenty of stock on hand in your store room, but it's not displayed on your counters.

Last.—Having visited thousands of retail stores, we know that if you will keep your shears and scissors properly displayed, cleaned and brightened, that this end of your business will surely take a remarkable jump in the right direction.

The Rewards of the Mail Order Business.

Richard W. Sears, founder of Sears, Roebuck & Co., of Chicago, who died last Monday at his summer home near Waukesha, Wis., left a fortune estimated at \$25,000,000, it was learned today. Mr. Sears, according to business associates, was the originator of the mail order enterprise. He began his business career in 1884, while working as a railroad telegraph operator, making a purchase of a dozen watches. He was then 21 years old, and retired at the age of 45. He was 51 years old at his death.



Pease to Please

Have you a trade who will pay a little extra for quality, a trade that appreciates fine goods if the price is reasonable. What a satisfaction it is to sell goods of this description—Trade builders.



SWEET PEAS—Cruiser Brand, Telephone variety, being large Sweet Peas, tender and fine flavor, selected and packed in their best state, being one of the most popular varieties in the market; price per doz., \$1.60.

SMALL SIFTED PEAS—Cruiser Brand, Little Sweet Champion variety, extra choice quality, early packing, small and tender and delicious flavor, making a dish "fit for a king"; price per doz., \$1.90.

EARLY JUNE PEAS—Cruiser Brand. These represent the best variety of Early June Peas, selected and packed in their best state, retaining the full flavor of fresh Peas; price per doz., \$1.00.

The CRUISER BRAND is a white embossed label, and make attractive goods to display

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

The Price to You for Aunt Jemima's Pancake and Buckwheat Flours is NOW the Same As It Was Last Year

Jobbers Have Been So Advised

As the grain market is so uncertain we reserve the privilege of changing prices at any time.

Aunt Jemima Mills Company
St. Joseph, Mo.

September 24, 1914

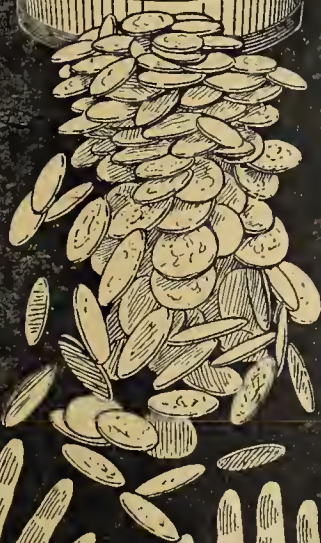
There's
money in

**ATMORE'S
MINCE MEAT**

Customers will
buy other things
at the store
where they can
get the best
mince meat

**ATMORE
& SON**

since 1842
Philadelphia



**DON'T
feed Money to the Rats!!**

IF you're in business to make all the money you can, then, the sooner you install WALKER equipment the better for you. Every day you neglect to learn what we can do for you, you're losing money just as surely as if you were rolling gold dollars down the sewer. Old-fashioned store fixtures lose money and patronage for you; WALKER equipment protects sensitive goods from dust and vermin and increases your sales because of the attractive display they make. Write us for catalogue "G" and learn why over 8,000 grocers say WALKER BINS are the "best ever."

WALKER BIN COMPANY
Complete Store Fixtures for Grocers

Lake Street and N. Y. C. Siding
PENN YAN, N. Y.



Here's a Great Big Beautiful Scheme.

The other day I went over to Camden, N. J. You know where Camden is—it's just across the river from old Philly. Some people stick up their noses at Camden—crack jokes at it and all, but you take it from me, it ain't any slouch of a place and if it hadn't Philly within reach of a 3-cent ferry fare it would be some pumkins. (I know just as well as you do that that ain't the way to spell pumkins, but that's the way I say pumkins and it's the way I'd rather spell it. I may be a darned fool, but I'm honest.)

The stores in Camden ain't bad at all, and considering that they have the big Philly stores to fight, the business they do is enough to make a fellow open his eyes.

If all the business people in the place would say "here, we'll buy everything we buy in Camden," they wouldn't know the place in a week.

I went over to see a customer of mine. He has a good grocery store out where the homes are. When I got there he was at a funeral, but they expected him back pretty soon, so I camped out and waited. In ten minutes he showed up.

He ain't a young man but he's a good-looker. Big Indian with a lot of white hair, and he keeps himself clean.

"Say old man," I said, "that's some suit you got on." It was too, sort of gray and it fit him great.

"I like that suit, too," he said, "the madam don't like it—thinks it's too dudish."

"Nothing to that," I said, "ain't any reason why you shouldn't be a dude with the rest of us, is there?"

"Us!" he said, "did you say us?"

"Sure!" I said, "I'm one of 'em, ain't I?"

"A blind man might think so," he said. Ain't that a dirty mean thing to say?

"Where'd you pick up that suit anyway?" I asked him.

"Jacob Reed's." Jacob Reed's is a Philadelphia store.

"There you go," I said. "No wonder you fellows over here all kick about business. Why don't you hang together?"

He told me only last month that a lot of people that ought to

trade with him went over to the Philly stores.

"Why don't you buy your clothes in Camden?"

"I couldn't get a suit like this in Camden if I went in every store in the place," he said.

"How d'ye know you couldn't? Did you try it?" No, he hadn't.

"Then you ain't got any call to say so," I said.

"I'd buy my stuff over here if everybody else would quick enough," he said. "It would pay me."

"Sure it would pay you! would pay everybody," I said. "The only thing is to do it. Start it!"

"Start it how?" he said.

"I'll give you the whole scheme. Get somebody to go around among the business people with a buy-at-home paper. Let 'em all sign it. The clothing man signs up to buy all his groceries and everything else in Camden and you sign up to buy all your clothes and other stuff here too. Why that would make a big difference right there. How many stores are there here anyway?" He didn't know but I thought there ought to be two or three thousand. "Well, don't you get it then?" I said. "There's two or three thousand new customers for the Camden stores, for there ain't one of 'em where the women folks don't go over the river to buy some of their stuff. Mostly a lot of it."

"It might work," he said, "but I doubt it."

The Next Ad-writing Contest is on Moxley's Oleomargarine

We have selected for the fourth Ad-writing Contest the best brand of Oleomargarine we could find—that made by Wm. J. Moxley, Inc., of Chicago, Ill. It is well worthy to serve as a subject together with its predecessors—Dromedary Cocoanut, Post Toasties and Ceresota Flour.

For the best 6-inch single column advertisement about Moxley's Oleomargarine, addressed to the consumer, we will award prizes as follows:

| | | | | | |
|--------|---|---|---|---|------|
| Best | - | - | - | - | \$20 |
| Second | - | - | - | - | 10 |
| Third | - | - | - | - | 5 |

Contestants can get all of the Moxley Company's literature by writing the Philadelphia Office, 117 Callowhill Street.

Ads. must be in by Saturday, October 31st

The Awards in the Ceresota Ad-writing Contest will be made in the issue of October 12th

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

"That's right, go ahead and doubt it," I said. "Doubt it and do nothing. That's the way to get ahead."

Oh I was plumb sarcastic. He probably didn't eat any supper that night, I talked to him so sharp.

"But who's to go around with this paper?" he said. "I don't have time to do it, and neither does anybody else."

I had to own up there was something in that point. There's plenty of bang-up schemes, but everybody's so blamed busy with his own business that he ain't got time to tend to 'em.

Know something? I'll bet I could make a lot more money than I make now, just by tending to other people's business for 'em. Know what I mean? I'd go into a town like Camden with this grand beautiful scheme that I just gave my friend, and I'd go around with the paper. I'd be a professional worker on stunts that everybody'd be glad to have done, but that nobody has time to do himself. How'd I get paid? Why I'd say to every storekeeper, "Here's this scheme—it's buy-in-Camden. I'll get every fellow to sign up to buy everything over here if the others will. There's 2,000 of 'em all told and it'll take some time to see 'em all, but I'll do it. Will you pay me a dollar a week while I'm working on it?" I'd make \$2,000 out of it and I'd see the whole 2,000 in say three months. Is it a grand scheme? Say!

I'd like to see somebody go into that line of business and I'm giving somebody a great big beautiful idea here. Every town has stunts like that it could pull off for its own benefit if it could only hire some professional worker to do it. Everybody's business is nobody's—you've heard that. It's all true. I wish I could do it, but I'm tied to the road and will be till I die. The trouble is—whisper!—my house can't get along without me. That's the whole trouble. I don't want to see 'em fail.

THE STROLLER.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
 { Keystone, Race 746

Used in Dozens of Dishes



Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"You can always depend on BORDEN'S EVAPORATED MILK because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXIX.—Something of the New Laws Against Unfair Business Practices.

The following letter enables me to say something regarding a very important public movement:—

Elkhart, Ind., Sept. 24, 1914.
Elton J. Buckley, Esq.

Dear Sir:—I have read articles from time to time recently regarding the new laws that are being passed by different States and by Congress, against unfair competition. The most important point of these laws is that they prevent any concern from making one price on its product in one section and another price in another. I wish you would explain just what these laws mean and how they will affect merchants. Almost everybody in business quotes a lower price to some customers than to some others. Have any prosecutions been brought against anybody under these laws as yet? Please also say something about the similar law which we are told has just been passed by Congress. Will it have any bearing, say, upon a retail or wholesale dealer doing business all within his own State?

Respectfully yours,
ROBERT O. SIMPSON.

Where he speaks of the Federal act this correspondent refers to the law known as the Federal Commission law, which I believe was signed by the President only a few days ago. It creates a commission which has to a degree the same power to supervise business that the Interstate Commerce Commission has to supervise railroads. But only interstate business. A retail or wholesale dealer buying his goods wholly from people within his own State, and selling them wholly to people within his own State, has no need to consider the new Federal law at all. It only touches business between different States, or business in United States territories and the District of Columbia. If a dealer sells wholly within his own State, but buys from people outside of his own State, he is a part of interstate commerce, of course, and the new law will indirectly touch him. The dealer who both buys and sells in other States is directly subject to it, but only as to that part of his

business which is done in that way.

The important part of the Federal Trade Commission law is the provision "That unfair methods of competition in commerce are hereby declared unlawful." Not a word as to what shall be considered unfair—that is left for the decision first of the new Commission and second of the courts on appeals from the Commission. I anticipate some stirring times over establishing a definition for "unfair" which will really define.

The law which concerns the average dealer much more directly is the State law which is being passed by different States on the same subject and which is much more definite than the Federal law. The States which have passed laws against unfair business so far are Nebraska, South Dakota, Iowa, Minnesota and New Jersey, but similar laws are being introduced in other States as fast as their legislatures meet, and probably such legislation will be general in a comparatively short time.

One of the important features of all these State acts is a provision forbidding the making of different prices on the same product in different sections. But there is always a condition—provided this is done either to destroy a competitor or create a monopoly.

The Nebraska law prohibits a person's selling at a lower price in one place in the State than another "with the purpose of destroying the business of a competitor."

Minnesota prohibits it, where it is done "for the purpose of destroying the business of a competitor or creating a monopoly in any locality."

Iowa declares it unlawful, when done "for the purpose of

creating a monopoly or destroying the business of a competitor."

New Jersey makes it unlawful for any person, etc., engaged in the production, manufacture, distribution or sale of any commodity of general use, or rendering any service to the public to discriminate between different persons, etc., * * * "if the effect or intent thereof is to establish or maintain a virtual monopoly, hindering competition or restriction of trade."

The South Dakota act makes local underselling unlawful, "if done for the purpose of destroying the competition of any regular established dealer in such commodity, or preventing the competition of any person who in good faith intends and attempts to become such dealer."

This proviso, which as I have pointed out, appears in all the present laws and must appear in all future ones if they are to be constitutional, will not prevent a seller of merchandise from varying his prices in different sections for the usual reasons that sellers have for doing that. Only where his interest is to destroy a competitor, or gain a monopoly, can he be prosecuted. In my judgment, this will make the cases that can be brought under these laws very few, because only in the clearest cases of illegal intent can the law apply.

For instance, the first case brought under this provision of the New Jersey act was decided a few days ago. The Standard Oil Co., which by the way has in the past been one of the most flagrant perpetrators of competitive schemes such as these laws are intended to prevent—got into a fuss with a competitor and a price war resulted—prices where the two concerns were competing sunk far below where they

were in other sections. Prosecution was begun against the Standard Oil Co. under the new law, but it fell flat—the court's decision has not been fully reported as yet, but the understanding is that the decision was that this was simply a price war—there was no evidence of an intent to destroy a competitor or obtain a monopoly.

Of course everything we do, in a sense, is done with the hope and intent of getting the better of a competitor and that far destroying him. But that is not the sort of destroying that the law means.

I can say to the trade generally, wholesale, retail and manufacturing, that none of their usual and customary practices, in the course of competition, will be affected by these laws at all. Here are some specific instances:—

A seller who sells goods in different sections, in some of which he has competition and in some of which he has not, can legally continue to sell higher in the non-competitive sections.

A seller can legally continue to sell one customer cheaper than another, for any reason based on the varying desirability of the two customers, or for that matter, from mere whim.

A seller can legally continue to cause the price of an article to be lower in one section than in another, by giving premiums or stamps in the former section and not in the latter.

(Copyright, October, 1914, by
Elton J. Buckley.)

Question: * * *, Waterbury Conn.—Please send us a form of agreement whereby we can be protected by death or sale on a mortgage.

Answer.—This inquiry is not clear. I have no idea what is wanted. Protected from what?

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

Steelton has a good association. An effort is being made to have it affiliate with the State association. B. F. McNear is president and W. H. Whitebread is secretary. On September 17th the association had an outing to a nearby town, going in specially decorated trolley cars. Part of the enjoyment was a chicken and waffle dinner, after which there was a fine musical programme and some good addresses. Merchants, their wives, sweethearts and clerks were among the guests, also the borough Council. The outing was the talk of the town.

The Lock Haven association netted \$211.11 from the baseball game and the money was turned over to the Lock Haven Hospital.

Mr. Smedley addressed a big meeting of retail grocers at Johnstown on October 1st.

The Lebanon association has its coat off for first award at Meadville next year. They can win if they try.

The New Castle Association is planning a "Buy-at-home and Booster Week." It will be a big affair.

David H. Rankin addressed the merchants of Mt. Pleasant on October 30th.

E. T. Messick, Pittston, Pa., has been appointed an organizer of the State Association. He will devote his attention to towns nearby to his home city.

Merchants of Meyersdale, Pa., are about to organize an association.

The Allentown Merchants' Association is planning a big fall rally in the hope of securing the membership of each merchant in the association.

Mr. Smedley will address the Pottstown merchants on October 6th; Frankford Grocers' Association on October 7th; Pittston Merchants' Association October



Your Customers Know Franklin Carton Sugar As Soon As They See It

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

8th; Easton Grocers' Association October 12th; Pen Argyll Association October 13th; Coatesville Association October 15th.

Mr. Smedley has accepted an invitation to speak at Farrel, Pa.

The new plan for the awarding of prizes in the Pennsylvania Plan will be printed in the next issue of the "Modern Merchant and Grocery World."

Prosperity Prediction From High Source.

An expert, unbiased and very creditable opinion upon the immediate future of business in this country, as the result of the European war, has been furnished by the First National Bank of Boston, Mass., and is here presented:

In response to inquiries as to the effect of the war thus far on various lines of business and the outlook for the future, a large number of representative New England firms have submitted confidential figures and opinions, which taken together, give a broad view of prevailing business sentiment. The composite result is distinctly optimistic.

The principal industries consulted were textiles, jewelry, fertilizers, chemicals, spices, paper, office supplies, confectionery, pianos, paints, machinery equipment, leather and shoes. Certain interesting facts are brought out.

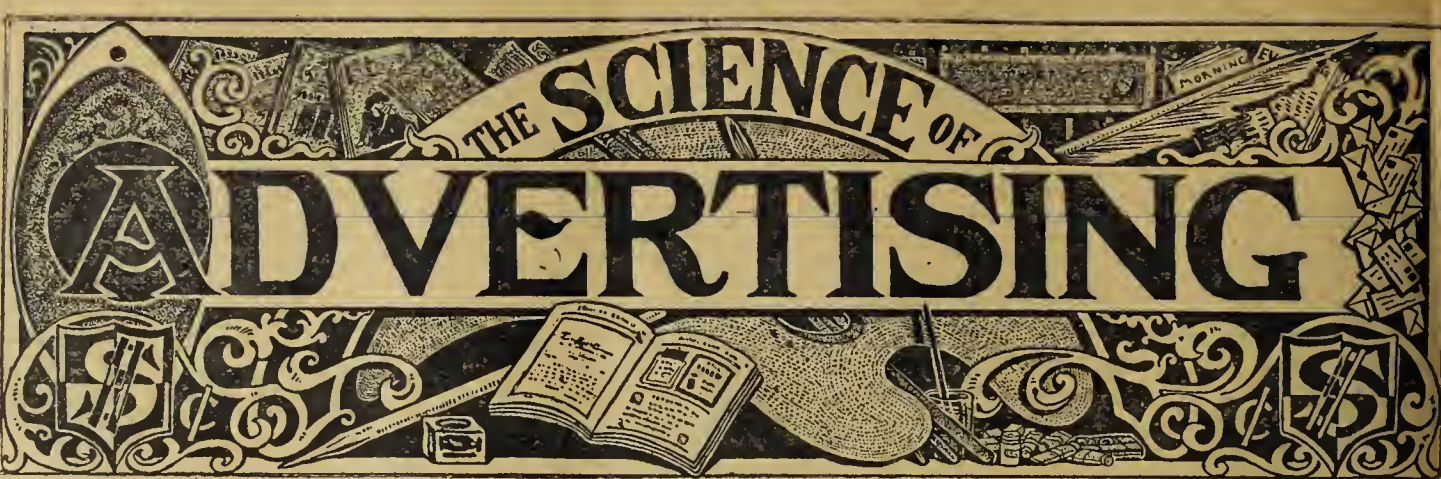
First, since early August there has been no general marked decrease in operating capacity; obviously, a few lines are for the moment restricting output, but this is overbalanced by increases in activity in other directions.

There is a strong disposition to keep labor employed, even in the absence of profit and a desire to keep organizations intact to meet a future demand, which manufacturers, almost without exception, believe is soon forthcoming.

Again, the widely heralded cancellations of orders were actually small in volume, disappeared after the first few days of war, and, in many cases, have since been reinstated. Not only that, but the volume of orders has held up to a remarkable degree during the first six weeks of the war. Naturally, there is a feeling of great uncertainty about the immediate future. Cotton manufacturers are at sea as to the price of their raw material, but their machinery is being kept running, and, especially in the case of fine goods, at a profit.

Worsted and woolen mills have been very active, their problem as to raw material, while somewhat similar to that of cotton, being not so immediate and not likely to be so acute. Here and there mills and factories report large foreign orders, which they believe are forerunners of greatly increased foreign business.

In general, the consensus of opinion seems to be that New England's great workshop is shortly to be very actively engaged not only in meeting the demands usually made upon it, but also in partly supplying that market, both domestic and foreign, heretofore held by the nations now at war.



I have from Davis Bros., who have retail stores at Wilkes-Barre, Plymouth, Nanticoke and Kingston, Pa., a circular which they recently used, I judge in all their stores, printed in English on one side and in some other language on the other. That is because the Pennsylvania coal regions, where these stores are, are full of foreign consumers. The circular is a long, narrow affair—6 x 17 inches, and is here reproduced in miniature:—

CASH SPECIALS
A GREAT SLASH
IN THE HIGH COST OF LIVING.

Our great buying power combined with the fact that we discount our bills enables us to submit to you the following prices for a few days. As the prices are steadily advancing it would be a wise policy to take advantage of these bargains.

Davis Bros.
GREAT PUBLIC MARKETS
MEATS GROCERIES GREEN TRUCK FISH
10 E. Main St., Nanticoke

BROOMS Double Splint SPECIAL 25c
Bargain for this Sale

| | | | |
|----------------------------|----------------------------|--|-------------------------|
| 5 lb. Pail Fruit Jelly 23¢ | Magic Yeast Fresh daily 3¢ | Hire's Root Beer Extract Bottle only 15¢ | Bon Ami per cake 7¢ |
| Shredded Wheat 11¢ | Compound Lard 12½ lb. 25¢ | Loose Cocoa Very fine 25¢ lb. | Tobaccoes All kinds 89¢ |

Gold Medal FLOUR Bbl. \$6.50 50lb. \$1.65
This Standard advertised article is a Bargain at this price.

| | | | |
|---|---|---|---|
| Unecia Biscuits Crisp and fresh 6 for 25¢ | Tanglefoot Fly paper 3 double sheets 5¢ | Te-Y-Brenan or King Tea 1½ lb. 43¢ | Lemon Cling Peaches, regular 25¢ value 17¢ |
| Can Peas Very fine quality 3 cans 25¢ | Famous Columbus Butterine 5 lbs. \$1.10 | Macaroni made from the best flour 74¢ pkg | 10 lb. box Nat'l Biscuit Co. Crackers box 75¢ |

Evaporated MILK 3 TALL CANS Borden's Peerless 25¢

| | |
|--|---|
| Mother's Oats just rec'd fresh supply pkg 9c | Lima Beans clean & good size 3 lbs 25c |
| Matches reg. 5¢ size 3 large boxes 10c | Free 2 lbs. Sugar with any kind loose tea 50c |
| Loose Coffee reg. 25¢ quality 19c | Cocoa 25¢ can absolutely pure 19c |
| Campbell's Soups any kind 3 cans 25c | Ginger Snaps fresh and crisp. 5 lb 25c |

Whole Corn 100 lb bag full weight \$1.95

Get our Feed Prices.

| | |
|--------------------------------|-------------------------|
| Hertz's Baked Beans 3 cans 25c | Good Prunes 4 lbs. 25c |
| Garland Baked Beans 3 cans 25c | Loose Oats 7 lbs. 25c |
| Karo Syrup per can 9c | Loose Starch 7 lbs. 25c |

Free Fine Enameled Cook Pot FREE WITH ONE POUND CELEBRATED BAKING POWDER 47c

Buy for cash and save money. Stop paying other people's debts. Don't forget to ask for stamps, they furnish your home free.

We manufacture all our own Sausage, Bologna, Franks, Minced Ham, Blood Pudding, etc.

A full line of Fresh Meats, the choicest brought to this Valley, always on sale at our market; also Fresh Vegetables from nearby farms. Fruits of all kinds received daily.

Davis Bros.
Wilkes-Barre Plymouth Nanticoke Kingston

I think this circular could have been improved. I should have left out the block with the name and address in it,

which appears just below the heading. That is not the place for the name and address, and putting it there merely clutters up the advertisement, wastes space and does absolutely no good. The name and address should go at the bottom. I repeat what I have so often said—that if the circular is attractive enough the people who read it will find the address no matter where it appears on the sheet, even if it is printed in type that can't be read except through a microscope. In the average case the name and address are the least important things in an advertisement, and should go in the least important place.

This circular is a price list rather than an advertisement. With few exceptions no real advertising is spoken of the goods at all—merely the name and price. In some cases the price is a good advertisement and will bring results. As, for instance, Mother's Oats, for 9 cents and Campbell's soups, three cans for 25 cents. In other cases where the goods are sold in bulk or the brand is not named, I don't consider it advertising at all to stop when you have mentioned the price, for you haven't said anything that is even remotely calculated to get business. Don't you see what I mean? Suppose my tailor telephones me and asks me to come around, perhaps at some inconvenience to myself, because "we have some suits here at \$35." If he hangs up the phone after he says that—which is what this circular does—do you think I would go, just on that? Of course I wouldn't, for "suits for \$35," doesn't mean anything. What kind of suits? What is their regular price? I wish I could make the readers of this department see that when they quote a naked price under such conditions as I have outlined, they are practically doing nothing which is calculated to make even the slightest impression upon consumers.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Don't Sell Poisonous Flypaper.

The well-known children's paper, "Child's Betterment," is making a cam-

paign against poisonous fly paper and mixtures, of which there are many. The last issue contained the following:—

Considering the safe up-to-date methods of destroying that pest, the domestic fly, it is remarkable that people will persist in using the poisonous fly papers. The basic toxic principle of all these papers is arsenic, one of the deadliest and most insidious of poisons. The danger to children is great, and the danger to adults is by no means inconsiderable. The danger in general is proved by various items in our exchanges. We herewith present a partial list of accidents from poisonous fly papers which speaks for itself. The list covers only the period between July 1, 1914, to August 24th, inclusive, and covers 35 cases of poisoning, 5 fatal and 30 non-fatal or uncertain:—

| | Total. | Fatal. | Non-fatal or Uncertain. |
|--------------------------|--------|--------|-------------------------|
| July | 19 | 5 | 14 |
| August | 16 | .. | 16 |
| — | 35 | | |
| Illinois | 4 | | |
| Indiana | 6 | | |
| Iowa | 5 | | |
| Kentucky | 2 | | |
| Minnesota | 4 | | |
| Nebraska | 2 | | |
| New York | 2 | | |
| North Carolina | 2 | | |
| Ohio | 3 | | |
| Pennsylvania | 5 | | |
| — | 35 | | |

The very logical suggestion is made that retailers should confine their sales to fly papers that are non-poisonous.

More Big Business People Buy Cotton.

In an effort to further the National campaign recently started to better conditions of the stricken cotton belt of the South, John N. Willys, president of the Willys-Overland Co., has purchased a bale of cotton for each of the 400 Overland dealers in that section of the country. Mr. Willys has also declared his intention of buying an additional bale of cotton for each Overland car purchased during the two months ending November 17th, and also of trying to interest each of the prominent American concerns affiliated with the Rice Leaders of the World Association. Armour & Co. have purchased 700 cotton bales for their Southern agents. The Pillsbury Flour Co. and many other concerns of National prominence have bought or signified their intention of buying a bale for each of their Southern agents.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 5.

We have on hand the following goods which we would like to dispose of. They are in perfect condition and are in the original packages:—

300 Aluminum Coffee Percolators. Each will make about seven cups of coffee. Well made and usually sold for at least \$2. Cost \$1.25 each; will sell for \$1 each in quantities of fifty. Samples sent prepaid, \$1.25 each.

Also 300 Butchers' Knives; nine-inch timber blades; size over all, 13½ inches; steel unusually good; handle is cocoa kola wood. Cost 40 cents each; will sell in quantities of fifty, price 32 cents each. Samples 40 cents, prepaid. Will sell for cash f. o. b. here.

Either of these splendid for drives, bargains or premiums. Address Box 174, Montclair, N. J.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for

25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Slicing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with brass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh

meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 26.

We have display and storage refrigerator, 96 inches high, 92 inches long, 33 inches wide; one 10-foot counter, one 12-foot counter, one 10-foot refrigerator counter, four Welsbach gas arcs. All in excellent condition, used only short time. Sell separate and reasonable.

FRED. M. HAEBERLEIN,
939 Broadway, Camden, N. J.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Also a National cash register, throws a receipt, individual clerk keys, for \$50. Both in good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are DSA quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY CO.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Notorious Collection Agency Defunct.

The Sprague's Mercantile Agency gave up the ghost in Chicago a short time ago, and is now said to be making feeble efforts to get a foothold in Denver, Col. Inquiries directed to the former Chicago headquarters, where it did business for nearly 30 years, are being replied to by The Union Agency, 329 Century Building, Denver, Col. The Chicago headquarters, which have been completely dismantled, the furniture sold to a firm of second-hand dealers and the help discharged. Thus ends the career of perhaps the most notorious collection agency in the United States. It is believed to have been the parent of all the evil practices that so many younger collection agencies are guilty of to-day.

Something New Something Better

Union League Ginger Ale

PRICE TO CONSUMER

6-oz. bottle, \$1.00 the dozen
11-oz. " \$1.50 "
24-oz. " \$2.00 "

PRICE TO GROCERY TRADE

6-oz. bottle, \$0.70 the dozen
11-oz. " \$1.00 "
24-oz. " \$1.30 "

Sunbeam Water Company

1937 Market St., Philadelphia

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—A meat slicer and an adding machine. Address Y. & M., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

WANTED.—A small delivery truck in good condition. State make, capacity, what year's model, condition and price. Address Truck, care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 14

WANTED.—Attractive "coined" word for oleomargarine. We will give \$5 for best one selected. Address M. Leverenz, 104 Commonwealth, Elgin, Ill. 13

WANTED.—One used paper baler, small size, iron. State price, etc. Address Herbert W. Owen, Toughkenamon, Pa. 16

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G.,

care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500.

Address 5816 Vine St., West Philadelphia. 25

TO RENT.—Two new stores in Hudson Falls. Splendid opening for stationery, bakery or 5 and 10-cent store. Write for particulars. H. E. Swan, Hudson Falls, N. Y. 18

FIXTURES

FOR SALE.—Pair Angldile computing scales, good as new; no use for same; price \$50. Address LaRue & Pyatt, N. E. Cor. Union and Buttonwood Sts., Lambertville, N. J. 18

MISCELLANEOUS.

FOR SALE.—One good six-spring wagon and one good cutunder carriage, also one mare good for farm work, \$30; one cheese cutter, good as new, \$8; one 35 H. P. Buick touring car, model 17, 5-passenger, \$450. Apply H. M. Booth, Linwood, Pa. 14

HELP WANTED

WANTED.—Good woman for store work. Apply H. M. Booth, Linwood, Pa. 14

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

More Customers

¶ If your store is well-lighted, it looks bright, cheerful and inviting. Such a store draws customers.

¶ Mazda Lamps, with the proper reflectors, will give you the most economical and efficient light.

¶ We will be glad to show you how you can get more and better illumination for the money you are now spending for your lights, or we can cut down the cost of your present lighting. Ask us.

The Philadelphia Electric Co.
Tenth and Chestnut Sts.

No "Selling Cost" for FLEISCHMANN'S YEAST

We furnish small enamel boxes to hold our Yeast and envelopes in which to sell it to your customers. Our salesman "waits on" himself if you wish and keeps your supply just above demand. No fuss or bother to you.

THE FLEISCHMANN CO.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

| | Price for 5 cases less than and over 5 cases per case | Price for 5 cases per case |
|--|---|----------------------------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case.... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case. | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |



We make ALL KINDS of Office Fixtures, Partitions, Bookkeeper's and Cashier's Desks, Telephone Booths, Glass Cases for Cigar, Candy and Drug Stores. We are experts in "fixtures that sell the goods." Write for booklet and list of 150 towns in which we have designed and equipped stores.



MILLER & ENGLAND CO.

Manufacturers and Designers of STORE FIXTURES

1124-26-28-30-32 Washington Ave., Philadelphia

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Proof That It Pays!

When we first fitted up this grocery and delicatessen store it extended only to the point where the arc light can be seen in the ceiling. The attractive display of goods brought such an increase of business our next job was to enlarge it to the depth shown here.

Awards in Ceresota Ad-writing Contest

The prizes for the best advertisements in the above are awarded as follows:—

First Prize of \$20—B. F. Boutcher, Abington, Pa.

Second “ \$10—R. M. Crawford, Camden, N. J.

Third “ \$5 —Lily Dougherty, Gettysburg, Pa.

Some very high grade work was submitted in this contest—it was not easy to make the selections, and the judges pondered a long while. The three prize-winning advertisements appear below on this page. Eight others which were also considered very excellent indeed appear on the opposite page, being awarded honorable mention. The best of the others submitted are also reproduced on the following pages. Lack of time and space prevented displaying them all.

FIRST PRIZE

Mother's Hand- outs When We Were Boys

“Sam, in all these years I have not tasted bread half so good as your mother's handouts when we were boys.”

“That is just so, James. Mother says they don't make good flour any more. But some months ago I had her try

Ceresota Flour

and listen, Mother says its different. It's all to the good. It seems to have just enough of ye old time milling to put that golden brown tinge on the loaves, that good old smile on Mother's face, and say, Jim, that genuine moreishness on the inside so remindful of Mother's handouts when we were boys.”

*Unexcelled for years.
Perfection to-day.
Better if possible in the
future.*

Submitted by B. F. Boutcher
Abington, Pa.

SECOND PRIZE

Certainly
Everybody
Relished,
Enjoyed,
Smiled
Over
That
Apple pie

baked with **Ceresota**
Flour. Mother always
has good bread, bis-
cuit and pies when she
uses that brand.

Quality guaranteed by
your grocer.

Submitted by R. M. Crawford
1627 Broadway, Camden, N. J.

THIRD PRIZE

CERESOTA

There are many kinds of good flour, but sometimes a flour is good one time and no good another time. One quality we claim for this

FLOUR

is uniformity. It is always the same. If you use it successfully one week you can depend on it for good results ever after. It

IS

sure to give satisfaction. Bad bread is always blamed on

THE

flour. But Ceresota is safe and dependable. Try it and we feel sure you will be willing to agree with other devotees that it is the

BEST

For sale by the leading grocers

Submitted by Lily Dougherty
Gettysburg, Pa.

"I Won't Quarrel With My Bread and Butter"

This phrase of Dean Swift's has been passed around the world for one hundred and fifty years. It is as good to-day as ever, if the bread is made from **"CERESOTA" FLOUR**

"Better Half a Loaf Than No Bread"

An old saying of Heywood, and one that has traveled for three hundred and fifty years. And it is especially true if the bread is made from

"CERESOTA" FLOUR

"You Can't Eat Your Bread and Have It Too"

Very true. But what a lot of satisfaction you get from eating your bread if made with

"CERESOTA" FLOUR

We might give many other "chunks" of wisdom showing the value of bread. But we simply ask the housewife to purchase a sack of

"CERESOTA" FLOUR

and place the resulting products upon the table when the family gathers around it. The question of family flour will be settled on the spot.

EVANS & CONRAD, The Grocers

Submitted by L. E. Douglas
66 Taylor St., Newark, N. J.

COOKS

COOK BETTER

With Good Things to Cook With

Now isn't that true? And isn't it true that good bread makes a meal more enjoyable?

Then why not have good bread? It's the easiest thing in the world if you use

CERESOTA FLOUR

Now we do not ask you to take our word for it, we only ask you to try

CERESOTA and be convinced that you cannot get better flour.

For sale by all grocers.

Submitted by Wm. H. Hennaman
1915 Thompson St., Philadelphia, Pa.

The Making of Best Bread

The general recipe calls for the usual proportion of flour, salt, and yeast or baking powder as preferred, a boiled potato, mixed well and formed into a stiff dough, then baked. With usual care and experience this would make good bread.

But try this:

CERESOTA

salt, yeast or baking powder, boiled potato, and proceed as above. This makes the *finest bread*. Note the difference—

CERESOTA

The particular flour that makes a particular bread for the particular taste. Always the same because Ceresota is a uniform flour. Our specialty is uniformity. Stop experimenting. You will stop when you reach Ceresota. Why not stop at the start? Start at once with the best. Remember too a point of economy: 12½ lbs. net in our 12-lb. bags. This new law requiring the net weight on all food stuff shows Ceresota full weight and over.

Use Ceresota first and get acquainted with the best results.

Submitted by Fred. Jaep, care of John Jamison,
Water and Market Sts., Philadelphia, Pa.

Mr. Dooley on Our National Flour

"Do yez know wot the National Flour is, Hinnessy?" asked Mr. Dooley.

"The shamrock," replied Mr. Hennessy.

"Yur wrong, Hinnessy," said Mr. Dooley. "Yez don't git me. 'Tis not the shamrock, nor the daffydil, nor the mush-a-room. The rale National Flour is

CERESOTA

'Tis a grand flour, Hinnessy. Ut blooms iverywhere, in the big sture an' shmall sture, on the tables uv the rich an' the poor, an' in the kiddies cheeks all over this broad land. 'Tis pure an' sweet an' good, as ut shud be, an' 'tis *alluz the same*. Me wife sez ivery bag she gits is an insurance policy against poor bakin'. Does yur wife use it, Hinnessy?"

"She niver uses anny uther," replied Mr. Hennessy.

Submitted by A. T. Smith
Lambertville, N. J.

At the Flour Show

there is one which always takes the Blue Ribbon, and that flour is

CERESOTA

The Always Uniform Brand

Don't buy it just on our say-so, but because of the allied army of housekeepers who use it.

And why? Because they have found that it makes the finest bread and pastry that ever saw the inside of an oven.

No one thinks of the cost of Ceresota after the first baking.

Submitted by Oliver Sheppard
Penn Yan, N. Y.

The Ambition of Every Woman is to Make a Good Loaf of Bread

Here's the secret:

CERESOTA FLOUR

The prize bread flour of the home. Made from the famous Northern-grown wheat, under ideal conditions, it naturally contains, to a perfect degree, those qualities that go to make up a

Light, Flaky, Finely Textured Loaf of Bread

The different superior qualities of Ceresota could easily be distinguished by a chemist, but you haven't time for that,

Order a bag from your grocer

The millions of bags sold each year to the good housewives attests to its supremacy over all others. Ask for

Ceresota

Submitted by John J. Lewis, care of
H. D. Hubbs, West Chester, Pa.

Ceresota Flour

*Best for good cooks
Cheapest for poor cooks*

What the Sweet Young Bride Wanted

SWEET YOUNG BRIDE TO GROCER: "The food experts and bakers say that

THE BEST FLOUR

- (1) Is white or of a slightly yellow color.
- (2) Contains no dirt—no fine pieces of bran.
- (3) Has enough starch to absorb water readily.
- (4) Contains a sufficient quantity of gluten which is firm, elastic, white or slightly yellow and which expands.
- (5) Does not have too much gliadin, because that makes sticky dough.
- (6) Does not contain too much glutenin, since that would reduce the power of the dough to expand.
- (7) Should contain about thirty five per cent. (35%) glutenin and sixty five per cent. (65%) gliadin.
- (8) Is made from wheat that has not been permitted to get damp and which did not suffer from wheat rust or smut.

"But I don't know which brand of flour contains all these qualities. I want that brand of flour, whatever its name, that has all of the good qualities I just named."

What the Grocer Gave the Sweet Young Bride

GROCER: "You should always buy

CERESOTA FLOUR

it includes every quality included in the phrase—

THE BEST FLOUR

Submitted by Isaac Fisber
Tuskegee, Ala.

You Bake Your Own Bread Why?

BECAUSE it is economical and nutritious, and

When you are successful

the family enjoys and appreciates the result of your efforts. Why not be

Successful every time?

You measure your ingredients accurately and are particularly careful of the temperature, but

Your bread varies

The fault is not with you, but in the flour you use. It varies in quality and texture. But you may

Always have good bread

and thus always enjoy the gratitude of your family by using

The flour of uniform quality

CERESOTA

Submitted by A. L. Jackson
Hammononton, N. J.

Written for the "Modern Merchant and Grocery World."

A Special Sale of Nationally Advertised Food Products and How It Turned Out

**Increased Business One Hundred and Sixty-three Per Cent.
Over Very Heavy Record of Same Week of 1913. Not
Only Brought Business to Grocery Department, Which
Was Practically the Only One Advertised, but to All the
Others.**

The George A. Ducker Co., of Joliet, Ill., of which the undersigned is advertising manager, held a special sale of Nationally advertised food products one week from September 14th to September 19th, which was the most successful department sale the store ever held, both in the number of people attending and the amount of business done.

Some three years ago the writer was converted to the cause of featuring Nationally advertised goods by Mr. Richard H. Waldo, then advertising manager of "Good Housekeeping" magazine, and through his teachings our business has steadily increased month by month.

Mr. E. E. Thornberg, our grocery manager, who is a live wire, was quick to pick up the idea, as I pointed out to him the value of

“hooking on” our advertising to the National publicity of the manufacturers of food products and getting all the business we could out of it.

Last year during the week of September 15th to 20th we had an unusual heavy business in the grocery department, and Mr. Thornberg was somewhat worried as to what to do to overcome it this year, and when I suggested a sale of Nationally advertised food products, he said, "That's the stunt."

The first move was to ask a few of the manufacturers if they would like to have a demonstrator with us during the week or send us samples of their products for distribution, which they were very glad to do. We made it plain to them that this was not a "hold up" but an opportunity

for them to "hook on" to our advertising, as we had been doing right along with their National advertising.

One manufacturer pulled out in the week a good month's business in his line, and so far as we have heard all were very well satisfied with their business.

The sales for the week showed an increase of 162 per cent. over the same week of 1913, which under present conditions we consider most remarkable.

We are sending under separate cover all the ads run during the sale, which will show how we got the business. -

This being the first sale of the kind many good things were not thought of, which we learned from experience and will be worked out in our next. If we had known at first, what this sale has taught us, 200 per cent. increase would have been reached.

You will notice by the ads that the grocery department was the only one that had much to say, except on Friday when some of the others came in with small space, yet all the departments showed a most satisfactory increase for the week.

We have also enclosed with our advertisements one of our competitor's, who comes out this week following our idea in a way, who seldom mentions Nationally advertised goods except to cut the price on some one item occasionally to cost or less.

We appreciate the co-operation of "Good Housekeeping" and other high class magazines, and the manufacturers with our efforts to sell good merchandise, and see no reason why we should not continue to do so, as the results have been most satisfactory to us.

You have our consent to use whatever you wish from this experience of ours in featuring Nationally advertised goods, and if there is any further information we can give you we will be very glad to give it.

J. S. BOTTS,
Advertising Manager George
A. Ducker Co.
Joliet, Ill., October 6, 1914.

Now the Plumbers Get It for Combining in Restraint of Trade.

Thirty-three officials and members of the National Master Plumbers were indicted by the Federal Grand Jury at Erie,

Pa., last Monday for having unlawfully engaged in a conspiracy in restraint of interstate trade and commerce in plumbing supplies in violation of the Sherman Anti-Trust Law. Those against whom true bills were returned are charged with being in a secret agreement with manufacturers of plumber supplies not to sell supplies to plumbers not members of the association at standard prices and often refusing their sales entirely. Among those indicted are William McCoach, City Treasurer of Philadelphia, also treasurer of the National Association; S. Louis Barnes, National president, and D. F. Durkin, Jr., National secretary, both of Philadelphia. They will be tried in Pittsburgh this winter. The others against whom indictments were returned are Frank J. Fee, New York; B. Joseph O'Donnell, Syracuse; Alfred C. Eynon, Canton, Ohio; Thomas J. Dyer, Andrew J. Murphy, Ray J. Hillenbrand, John Vogelpohl, Edward H. Morgan, Cincinnati; David H. Roberts, W. E. Eller, Cleveland; James A. Wood, Toledo; Charles W. Wilson, Youngstown; William Hass, Dayton; William A. Decker, Grand Rapids; Edmund M. Tate, S. White, Michael Putrill, Pittsburgh; Charles L. Titus, Uniontown, Pa.; Harry L. Hurd, Fenton T. Evans, Connellsville, Pa.; David Menchey, O. C. Irwin, Altoona; M. C. Judd, Meadville, Pa.; Charles K. Will and George W. Cast, Lancaster; Charles W. Fisher, James H. Lutz, Harrisburg; Richard Turner, Wilkes-Barre; L. Roy Hershey, Johnstown, Pa., and Frederick E. Flader, Rochester, N. Y.

Latest Innovation is Table Syrup From Apples.

Government Has Found How to Do This and Will Shortly Introduce Commercially. Boon to Apple Industry, Because It Uses Up Culls.

Special Correspondence of "Modern Merchant
and Grocery World."

Washington, D. C.,

October 9, 1914.

Following extensive experiments begun last spring, the head of the fruit and vegetable utilization laboratory of the Department of Agriculture has applied for a public service patent covering the making of a new form of table syrup from apple juice. This patent will make the discovery which the specialists believe will be of great value to all apple growers as a means of utilizing their culls and excess apples common property of any cider mill in the United States which wishes to manufacture and sell apple cider syrup.

The new syrup, one gallon of which is made from seven gallons of ordinary cider, is a clear ruby

[illegible]

"Reduced reproduction of full-page advertisement which was the main announcement of the Special Sale."

or amber colored syrup of about the consistency of cane syrup and maple syrup. Properly sterilized and put in sealed tins or bottles, it will keep indefinitely, and when opened will keep under household conditions as well as other syrups. It has a distinct fruity aroma and special flavor of its own which is described as being practically the same as the taste of the syrup substance which exudes from a baked apple.

The syrup can be used like maple or other syrups for griddle cakes, cereals, household cookery, and as flavoring in desserts. The Government cooking experts are at present experimenting with it in cookery and expect shortly to issue recipes for use of the new syrup in old ways and for taking advantage of its special flavor in novel dishes.

The department chemists have already produced over ten gallons of this syrup in their laboratories, using summer and other forms of apples. The success of the experiments has greatly interested some of the apple growers, and during October a large cider mill in the Hood River Valley, Oregon, will in co-operation with the Government chemists endeavor to produce 1,000 gallons on a commercial scale and give the new product a thorough market test by making it accessible through retailers in a limited field. The interest of apple growers in the product arises from the fact that the new apple cider syrup promises to give them a commercial outlet for vast quantities of wind-fall and other apples for which they hitherto could find no market either in perishable raw cider or in vinegar. Cider production, it seems, comes largely at one season of the year, during which the market is more or less flooded with this perishable product. The bulk and perishability of the raw cider, moreover, the cider makers state, often make it unprofitable for them to ship the raw cider of one district long distances to a non-apple growing region. The market for cider, therefore, has been largely restricted in many cases to localities near the area of production. No method of sterilizing ordinary cider has been found practical for the reason that boiling cider at once interferes with its delicate flavor.

HOLT.



Don't Let Your Tea Trade Go to Peddlers

The taste for tea is acquired—not natural. Once acquired, it stays.

Every live dealer can, by little effort, educate his trade to a particular quality or flavor of tea and, by selling TETLEY'S TEA, he is sure of uniform quality and flavor the year around. This will insure the return of customers again and again for that particular tea, and keep his business steadily progressive.

No premiums, no china, nothing but the finest selection of India and Ceylon tea, carefully blended to a permanently uniform quality and packed in attractive air-tight tins—

THAT'S TETLEY'S

"Blended and Packed in London, England"

A high grade package tea that will bring to your store ALL the tea trade of ALL your customers.

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street

::

NEW YORK CITY



TELL YOUR CUSTOMERS

"When TETLEY'S, the best tea, costs less than half a cent a cup, why not have it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The Pennsylvania net weight law, which becomes operative on

January 1, 1915, contains a provision that "if it (a commodity) is in package form," it shall bear upon the label a statement of weight, measure or numerical count. The Federal net weight law, which became operative September 3d last, contains a similar provision. The writer is informed that the officials who will enforce both laws are taking the position that "if in package form," includes potatoes in barrels, apples in boxes, coffee in 135 pound bags—in fact all products sold in any kind of a container. Since practically all products are sold or delivered in some sort of a container, this ruling would require all products to be labeled, including pianos.

We have every confidence that the first court that gets a whack at this ruling will demolish it. It seems to us utterly ridiculous. Very evidently the Legislature realized that there would be goods other than package goods, otherwise it would not have said "if it is in package form." The official ruling really nullifies the words of the law because it would make everything package goods, which the law clearly does not do. Outside of package goods, what can there be but bulk goods, and what can bulk goods be but goods sold in bulk—goods sold in big masses, as distinct from those sold in small packages.

It is not surprising that the weight and measure officials include as much within the law as they can. That is what officials charged with enforcing a law always do. It gives them more power, if they can get away with it, and then, if they are sincere, they may be animated by a desire to get as much protection for the

public out of the law as they can. It is difficult, however, under this or any other view, to see any sense in another ruling which the Pennsylvania Bureau of Standards has just made under the same law. It is that soap must have its wrapper labeled "This wrapper contains one cake of soap." This is sheer rot. The object of the law is to prevent the deceit of consumers—where numerical count rather than weight is involved, to inform the consumer how many of a thing she is getting so she will not believe she is getting more than she is. Naturally the fulfillment of that object would not require the labeling of soap, for the consumer could hardly believe she was getting more than one cake, soap having been sold by the single cake from time immemorial.

We believe that an official who would seriously make such a ruling as this should wear this label on his hat: "This hat, when worn, contains one croquet ball of solid construction."

We in the United States certainly pride ourselves upon being superior to semi-savages, such as those of the Philippine Islands, yet in one respect at least we are hopelessly behind them. There has just gone into effect in the Philippines a law regulating the sale of patent medicines which contains the three following very necessary provisions. We print the substance and not the full text:—

What Semi-savages Do to Patent Medicines.

Section 1. Every preparation, whether of a simple substance or of compounded substances, for the prevention, alleviation or cure of human ailments, whether issued in or for retail sale, shall be accompanied by the formula of preparation plainly and legibly expressed

upon the bottle, label or package immediately containing the preparation, in such wise that it shall reach the purchaser at each and every purchase.

Sec. 2. No preparation, whether of a simple substance or of compounded substances, or any fraudulent therapeutic appliance or device for the prevention, alleviation or cure of human ailments, shall be accompanied by any advertisement, announcement, persuasion, recommendation, testimonial, reference, certificate of merit, declaration of merit or efficacy, mark of distinction or picture, symbol or emblem signifying or suggesting any of these, either upon or in the article itself, or upon the bottle, box, container, cork, capsule, label, or attachment, or upon the invoice, bill, advice, notification, or otherwise by any device or method which is false, fraudulent, exaggerated or misleading in any way.

Sec. 3. No advertisement or announcement of any proprietary, patent or secret cure or any fraudulent therapeutic appliance or device shall be published or circulated in any newspaper, journal, serial, book, pamphlet, handbill, poster, wall plate or by painting, impressing, embossing or otherwise, within the jurisdiction of the government of the Philippine Islands which is false, fraudulent, misleading or exaggerated in any way, and every such advertisement or announcement shall be accompanied with the formula as provided in Section 1 of this act.

In short, on the label of every patent medicine you must print your formula—not only the ingredients, but the quantity of the ingredients. There is no such provision in the United States, because here it has always been believed that a patent medicine formula was a manufacturer's own property, which was violated when he was made to tell it. There is something in that, but not so much as there is in the need of public health protection.

Then all fraudulent patent medicines, and fraudulent advertising of patent medicines, is forbidden. That provision would probably touch 90 per cent. of all the patent medicines on the market today. In fact it is doubtful if there is a single patent medicine on sale whose label and whose literature

are absolutely free of all deceitful and exaggerated statements.

Everything considered, patent medicines are about the least desirable and attractive merchandise a retail dealer can handle.

We have from a valued correspondent from Penn Yan, N. Y., a little statement about the psychology of selling goods through

Two Ways of Advertising.

advertising which condenses the whole subject into fewer words than we have ever seen used before. Here it is:—

According to our experience, there are two ways of making a woman buy. Make her think that the thing you want to sell is very cheap, and she will want to buy it whether she needs it or not. Or make her feel that she really ought to have it, and that it will do her or her family good, and she will probably buy it, regardless of the price. Way No. 1 might be called the price pull, and the second the educational style of advertising.

Can it be doubted that the second way builds up the biggest business and makes the most money? Woe betide the wholesaler or retailer who is continually educating his customer to buy cheap. There is in everybody a make-up a strain of bargain-loving. With some it sleeps and only occasionally awakes. With others it is always awake, and night and day smells hungry about for goods under price. It is a very foolish merchant who deliberately and continually plays upon this human peculiarity, for the logical end of it is the constant, burning need of offering bargains and more bargains, and the complete destruction of a profit.

Every merchant offers bargains some time, and should do so, but it is well to remember that the more he offers the more he will have to.

President Bedford of Corn Products Co., Makes Lively Defense of Wholesale Grocer.

The following interesting paragraph recently appeared in "Leslie's Weekly":

Wholesalers! In the crusade for lower food prices, the retailer and wholesaler are constantly subjected

to the charge that they are needless and that they are largely responsible for the increased cost of living. This is unfair. The retailer and the wholesaler have their functions or they would not exist. They maintain the balance of supply and demand. They meet the special requirements of the public. Their profits are not large and depend upon the volume of their business.

They are as much entitled to a living as the farmer or the workman. Mr. E. T. Bedford, president of the Corn Products Refining Co., makes a spirited defense of the wholesale grocer. He says: "There are over 3,000 wholesale grocers in this country. They have thousands of salesmen and can be commended as business men of high, if not the highest, character of any in the

country, with a signal ability as distributors. As such, they are the most economical medium through which the manufacturer can reach the consumer." Others bear similar testimony. Let those who are seeking to eliminate the middleman bear in mind that he has a place to fill and fills it well. An excellent motto for all is the old one, "Live and let live!"

More of the "American Grocers' Society"

Some Additional Information Regarding a Scheme Published and Discussed Several Months Ago. Offers Its Stock for Sale on Agreement to Sell Standard Brands at Cut Prices. This Paper's Advice is Unfavorable.

We have received several requests for information and advice regarding the scheme of the "American Grocers' Society," a stock promoting cut-price scheme discussed several weeks ago. For instance, the following:—

Doylestown, Pa., October 5, 1914.
To the Editor.

Dear Sir:—Kindly let me know what you can say about the American Grocers' Society, Inc., Essex Building, 31 Clinton street, Newark, N. J. They want to sell four shares of stock (at least), \$12.50 a share, or \$50.

This entitles you to purchase groceries or such items as they have listed at better prices, such as Fels Naptha, \$3.60 per case; Ivory, small, \$3.75 per case; P. & G., \$3.75 per case; Shredded Wheat, \$3.25 per case; Cream of Wheat, \$4.10 per case, and other items not mentioned.

They also believe they can declare a dividend of 8 per cent.

AUSTIN B. BENNER.

We also have had an inquiry to the same effect from Charles J.

Donohue, Peekskill, N. Y., and from others. Several months ago the "Modern Merchant and Grocery World" had several inquiries about this concern, which then gave its address at a number on Front street, New York. The "Modern Merchant and Grocery World" investigated the scheme rather thoroughly then and advised its subscribers not to do business. At that time the scheme was apparently composed of two men only, neither of whom had much resources, and it had not been incorporated. One report which we received was that they were evidently endeavoring to collect enough money from subscribers to pay incorporating expenses. The other firms using the Front street address had never heard of the "American Grocers' Society" when our representative

called there, though they had heard of one of the promoters, who had desk room in the building.

The letterhead used by the concern now gives its address as "Essex Building, 31 Clinton street, Newark, N. J." We have read the literature which these inquirers sent and see no reason to change our opinion that no money ought to be invested with the "American Grocers' Society." So far as we have been able to learn, nobody of financial substance is behind it. All of the lit-

erature is of the familiar stock scheme promoting type, and is not of a character to inspire confidence. Subscribers are offered 10 to 20 per cent. discount, for instance, on trade-marked brands, and on top of that, are practically offered a dividend of 8 per cent. on their investment. This wonderful thing is done by eliminating the jobber's profit, which doesn't begin to be that much.

Here is a "partial price list" of some of the proprietary brands which the concern says it is ready

I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to overrun his account. Save time, labor, losses, book-keeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

WE HAVE SOLD MILLIONS OF THEM!

Let us send you Free Samples and Literature.

J. P. FORBES, Forbes Building, Coshocton, Ohio



50—You should push nationally advertised goods to the front because you thereby put yourself in partnership with some of the biggest houses in the world. You can draw part of their profits though you have practically nothing invested.

¶ This is not a pretty figure of speech—it is solid fact. All of the money which manufacturers of nationally advertised products are spending for advertising and general exploitation, is being spent to make consumers go to your store and buy goods. You therefore draw a direct profit on the manufacturers, investment, not only through the profit on his product, but through the profit on other goods that you sell to the customers that the manufacturer has inspired to come. When you yoke up to the manufacturer of a nationally advertised product you yoke up to something that will make money for you every day you are open.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"

American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
E. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Crisp Cross Cereals"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lee and Perrins' Sauce"

to ship in one case lots at the prices quoted:—

| | Whole-sale Price. | Our Price. |
|--|-------------------|------------|
| Fels Naptha soap..... | \$4.00 | \$3.60 |
| Ivory soap, 5c. size..... | 4.00 | 3.75 |
| Ivory soap, 10c. size..... | 7.00 | 6.73 |
| Kirkman's soap | 4.25 | 3.96 |
| Kirkman's powder | 3.85 | 3.46 |
| P. & G. White Naptha soap | 3.90 | 3.75 |
| Babbitt's Best soap..... | 3.85 | 3.50 |
| Star Naptha powder.... | 4.00 | 3.75 |
| Satin Gloss soap..... | 3.90 | 3.75 |
| Shredded Wheat, 36 to a case | 3.60 | 3.25 |
| Cream of Wheat, 3 doz. to a case..... | 4.50 | 4.10 |
| Quaker Oats, 18 10c. packages | 1.45 | 1.33 |
| Mother's Oats, 18 10c. packages | 1.45 | 1.33 |
| Bird's Eye matches, 100 boxes to a case..... | 3.50 | 3.00 |
| Ball Bros. Mason jars, 1 doz to a box, with rubbers, quarts, per gross. | 4.60 | 4.10 |
| Ball Bros. Mason jars, 1 doz to a box, with rubbers, pints, per gross.. | 4.35 | 3.80 |
| Darling brand milk, 48 cans to a case..... | 4.65 | 4.50 |
| Star Brand milk, 48 cans to a case..... | 4.65 | 4.50 |
| Peerless, tall size, 4 doz. to a case..... | 3.75 | 3.35 |
| Van Camp's milk, 4 doz. to a case..... | 3.85 | 3.30 |
| Milkman milk, imported from Holland, quality guaranteed or money returned, much better than any domestic milk, 48 full weight cans to a case | 4.20 | 3.70 |
| Magnolia milk, 48 full weight cans to a case.. | 4.60 | 4.35 |
| Eagle milk, 48 cans to a case | 6.25 | 5.65 |

Of course we have no access to the secret workings of the "American Grocery Society's" mind, but we suggest that the very best way of collecting from merchants a very large sum of money in a short time would be to offer those merchants a list of the goods they are regularly handling, at much below the regular prices, with the agreement that *if they would subscribe to stock*, they could continue to buy those and other goods at cut prices. Hardly any bait is more tempting, and many a hard-headed merchant would gladly buy himself into such a fertile field of money-saving buying. But after the stock had been bought and paid for, what assurance is there that the "American Grocers' Society" will go on supplying the goods at cut prices? Suppose the manufacturers refuse to sell it, and it has to buy of the jobber? What becomes of its scheme?

Some of the literature indicates that the American Grocers' Society will shortly if not now pack its own brands, and will expect its stockholders to sell them. That prospect, we should say, is not particularly alluring.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

October.

Ladies' World.

Cream of Wheat, one page.
Ivory Soap, one page.
Royal Baking Powder, half page.
Post Toasties, quarter page.
Puffed Wheat and Rice, half page.
Postum, quarter page.
Eagle Brand Condensed Milk, quarter page.
Rumford Baking Powder, eight inches.
Gold Medal Flour, one page.
Van Camp's Pork and Beans, half page.
Old Dutch Cleanser, half page.
Carnation Milk, quarter page.
Priscilla Doughnut Flour, half page.
Quaker Oats, half page.
Corn Puffs, half page.
Knox Gelatine, quarter page.
Sauer's Extracts, two inches.
Three-in-One Oil, six inches.
Minute Tapioca, eighth page.
Cox Gelatine, four inches.
Mapleine, four inches.
Kellogg Toasted Corn Flakes, one page.
Postum, one page.

St. Nicholas.

Swift's Premium Ham and Bacon, one page.
Baker's Cocoa, one page.
Campbell's Soups, one page.
Quaker Oats, one page.
Beech-Nut Packing Co., half page.
Maillard's Chocolates, etc., quarter page.
Three-in-One Oil, quarter page.
Puffed Wheat and Rice, one page.
Ivory Soap, one page.
Libby's Hawaiian Pineapple, one page.

Good Housekeeping.

Welch's Grape Juice, one page.
Sapolio, one page.
Kellogg's Toasted Corn Flakes, one page.
Pompeian Olive Oil, one page.
Diamond Dyes, one page.
Armour's Lard, one page.
Florida Citrous Exchange Orange, one page.
Wesson Oil, one page.
Crisco, one page.
Beech-Nut Catsup, one page.
Campbell's Soup.
Hotel Astor Coffee, one page.
Nabisco and Anola Wafers, one page.
Rumford Baking Powder, one page.
Morton Salt, one page.
Sunshine Biscuit, one page.
Borden Condensed Milk, one page.
Crystal Domino Sugar, one page.
Kitchen Bouquet, one page.
Pioneer Clams, one page.
Grape Fruitola, one page.
Baker-ized Coffee, one page.

Burnett's Extracts, half page.
McNally's Olive Oil, half page.
McMonagle & Roger's Vanilla, quarter page.
Colburn's Mustard, quarter page.
Ballard's Edible Bran, quarter page.
Little Polly Cleaner, quarter page.
Swansdown Flour, three inches.
Franklin Mills Entire Wheat Flour, two inches.
Minute Tapioca, quarter page.
Porcela, quarter page.
Enterprise Meat and Food Chopper, one page.
O-Cedar Polish, one page.
Three-in-One Oil, one page.
Knox Gelatine, one page.
Ralston Wheat Food, one page.
Cox's Gelatine, one page.
Kornlet, one page.
Ivory Soap, one page.
Libby's Tomato Catsup, one page.
Old Dutch Cleanser, one page.

McClure's.

Royal Baking Powder, one page.
Baker's Cocoa, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Postum, one page.
Lucky Strike Tobacco, one page.
Knox Gelatine, half page.
Piper Heidsieck Tobacco, one page.
Cream of Wheat, one page.
Kellogg's Toasted Corn Flakes, one page.

Ladies' Home Journal.

Snider's Catsup, one page.
Lipton's Tea, quarter page.
Bon Ami, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Priscilla Doughnut Flour, half page.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Crisco, quarter page.
Crystal Domino Sugar, half page.
Old Dutch Cleanser, one page.
Corn Puffs, half page.
Parrot Metal Polish, eighth page.
Yacht Club Tomato Catsup, eighth page.
Three-in-One Oil, five inches.
Carnation Milk, eighth page.
Campbell's Tomato Soup, half page.
Guernsey Ware, eighth page.
Mapleine, four inches.
Burnett's Lemon and Orange Extracts, eighth page.
Eagle Brand Condensed Milk, half page.
Wear-Ever Aluminum, eighth page.
Cox Gelatine, eighth page.
Dr. Price's Extract of Vanilla, half page.
Scott Tissue Towels, eleven inches.

Ralston Wheat Food, half page.
Sani-Flush, six and a quarter inches.
Hornel's Hams and Bacon, three inches.
Reed Enameled Ware, eight inches.
Colburn's Mustard, two inches.
Beech-Nut Tomato Catsup, half page.
Kornlet, three inches.
Van Camp's Pork and Beans, half page.
Palm Olive, quarter page.
Kellogg's Toasted Corn Flakes, half page.
Knox Gelatine, quarter page.
Underwood Deviled Ham, quarter page.
Quaker Oats, half page.

Scribner's Magazine.

Nabisco and Anola Wafers, one page.
White House Coffee and Teas, half page.
Maillard's Chocolates, etc., one page.
Ivory Soap, one page.
Libby's Hawaiian Pineapple, one page.
Baker's Cocoa, one page.

Everybody's Magazine.

Shredded Wheat, one page.
Bon Ami, one page.
Postum, one page.
Campbell's Soups, one page.
Velvet Tobacco, one page.
Kellogg Toasted Corn Flakes, one page.
Whitman's Chocolates, etc., half page.
Edgeworth Tobacco, one page.
Three-in-One Oil, quarter page.
Nabisco and Anola Wafers, one page.
Ivory Soap, one page.
Pear's Soap, one page.

The American Magazine.

Bon Ami, one page.
Pear's Soap, third page.
Lucky Strike Tobacco, half page.
Prince Albert Tobacco, half page.
Ivory Soap, one page.
Kellogg Toasted Corn Flakes, one page.
Postum, one page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Nabisco and Anola Wafers, one page.
White House Coffee, half page.
Blue Label Food Products, half page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Grape Nuts, one page.

Pictorial Review.

Cream of Wheat, one page.
Liquid Veneer, quarter page.
Crisco, one page.
Campbell's Tomato Soup, half page.
Postum, one page.
Eagle Brand Condensed Milk, quarter page.
Post Toasties, quarter page.
Kellogg Toasted Corn Flakes, quarter page.
Swift's Wool Soap, six inches.
Royal Baking Powder, half page.
Shredded Wheat Biscuits, quarter page.
Lipton's Tea, third page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Knox Gelatine, ten inches.
Kitchen Bouquet Flavoring Extract.
G. Washington Instant Coffee, quarter page.
Crystal Domino Sugar, half page.
Blue Label Ketchup, ten inches.
Quaker Oats, half page.
Old Dutch Cleanser, quarter page.

Puffed Wheat and Rice, half page.
Occident Flour, one page.

The Woman's Magazine.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Crisco, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Diamond Dyes, quarter page.
Knox Gelatine, eighth page.
Post Toasties, quarter page.
Wear-Ever Aluminum, eighth page.
Swift's Wool Soap, six inches.
Blue Label Ketchup, eighth page.
Postum, quarter page.
Puffed Wheat and Rice, half page.
Liquid Veneer, half page.
Corn Puffs, half page.
Carnation Milk, eighth page.
Royal Baking Powder, half page.
Postum, one page.
Van Camp's Pork and Beans, half page.
G. Washington Instant Coffee, quarter page.
Crystal Domino Sugar, half page.
Quaker Oats, half page.
Three-in-One Oil, four inches.

Designer.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Blue Label Ketchup, eighth page.
Post Toasties, quarter page.
Wear-Ever Aluminum, eighth page.
Postum, quarter page.
Corn Puffs, half page.
Van Camp's Pork and Beans, half page.
Burnham & Morrill Fish Flakes, four inches.
Crisco, quarter page.
Liquid Veneer, half page.
Carnation Milk, eighth page.
Postum, one page.
Puffed Wheat and Rice, half page.
Crystal Domino Sugar, half page.
Royal Baking Powder, half page.
Quaker Oats, half page.
Swift's Wool Soap, six inches.
Knox Gelatine, eighth page.
G. Washington Instant Coffee, quarter page.
Three-in-One Oil, four inches.

The Century Magazine.

Baker's Cocoa, one page.
Shredded Wheat, one page.
Occident Flour, one page.
Ivory Soap, one page.

Leslie's Weekly.

Tuxedo Tobacco, one page.
Karo, half page.
Postum, one page.
Post Toasties, quarter page.
Crystal Domino Sugar, four inches.
Gold Medal Flour, one page.

Saturday Evening Post.

Crisco, one page.
Campbell's Tomato Soup, two half pages.
Three-in-One Oil, two quarter pages.
Carnation Milk, quarter page.
Old Dutch Cleanser, one page, quarter page.
Occident Flour, one page.
Blue Label Ketchup, eight inches.
Mapleine, two inches.
Borden's Condensed Milk, etc., one page.
Velvet Tobacco, quarter page.
Bull Durham Tobacco, one page.
Quaker Oats, half page.
Onyx Enameled Ware, one page.
Tuxedo Tobacco, one page.
Quaker Oats, half page.
Whitman's Chocolate Products, quarter page.
National Oats, one page.
Armour's Grape Juice, one page.
Gold Medal Flour.
Palmolive Soap, one page.
Beech-Nut Tomato Catsup, one page.



Karo Moves Quickly From Your Shelves

You'll find KARO listed on a majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. KARO is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find KARO the most profitable syrup you can handle. Display the well known KARO cans where your customer can see them—you'll find it pays.

Besides its many other uses, KARO (Crystal White) is widely used for home preserving. It will pay you to speak of this to your customers, because KARO pays you more profit than sugar.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Cut down your sugar bills by using part KARO instead of all sugar in your general cooking—you will effect a material saving and at the same time improve the quality of your cooking. Write Corn Food Products Company for a cook book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Puffed Wheat and Rice, half page.
Kellogg's Toasted Corn Flakes, half page.

The Outlook.

Geneseo Jam, Honey, etc., Specialties, quarter page.
Royal Baking Powder, one page.
Swift's Premium Ham, one page.
Old Dutch Cleanser, one page.
Ivory Soap, one page.
Puffed Wheat and Rice, one page.
Crystal Domino Sugar, four inches.
Three-in-One Oil, four inches.
Tuxedo Tobacco, one page.
Shredded Wheat, one page.
Postum, one page.
Bon Ami, one page.
Quaker Oats, one page.

Delineator.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Post Toasties, quarter page.
Crisco, quarter page.
Eagle Milk, quarter page.
Burnham & Morrill Fish Flakes, four inches.
Puffed Corn, half page.
Blue Label Ketchup, eighth page.
Postum, quarter page.
Knox Gelatine, eighth page.
Van Camp's Pork and Beans, half page.
Royal Baking Powder, half page.
Quaker Oats, half page.
Ralston Wheat Food, half page.
Carnation Milk, eighth page.
Puffed Wheat and Rice, half page.
Domino Sugar, half page.
Postum Cereal, one page.
G. Washington Coffee, quarter page.

The Youth's Companion

Campbell's Soups, half page.
Puffed Wheat and Rice, two half pages.
Baker's Cocoa, four inches, three times.
Nabisco and Adora Wafers, quarter page.
Crisco, quarter page.
White House Coffee, eight inches.
Quaker Oats, half page.
Libby's Tomato Catsup, one page.
Postum, one page.
Gold Medal Flour, half page.
Crystal Domino Sugar, four inches.
Campbell's Soups, half page.
Three-in-One Oil, four inches.
Royal Baking Powder, quarter page.

Collar's Weekly.

Campbell's Tomato Soup, half page.
Mapleline, four inches, three times.
Whip Tobacco, eight inches.
Quaker Oats, one page.
Nabisco and Adora Wafers, quarter page.
Bull Durham Tobacco, one page.
Tuxedo Tobacco, one page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, half page.
Three-in-One Oil, three inches.
Crystal Domino Sugar, four inches.
Prince Albert Tobacco, one page.
Knox Gelatine, eighth page.

The New York Letter

Plans Shaping for Opening South American Trade. Mayor's Food Committee Educating Public to Buy Cheaper Meat. War Brings Big Chance for American Oleomargarine in England. Another Co-operative Store Failure. Austrian Sugar Offered Here.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 9, 1914.

Advertisements are beginning to appear in the daily papers, particularly the financial papers, from individuals and firms offering to introduce American goods into the South American countries. Quite a number of persons are coming to the front who claim to understand the peculiarities of the South American business and to be able to put American firms in a position to get good business there.

It seems to be the general opinion among New York firms doing an export business that South America, if it is to be conquered by our firms at all, must be conquered by natives of those countries, or at least by native Spaniards. The racial attitudes toward business are so radically different in South America than in this country, or in any other country where we are accustomed to deal, that it seems to be believed rather hopeless for us to accomplish anything without native aid.

All authorities agree, however, that there is an enormous business waiting for our products in South America if we can go after it intelligently.

During the week the Mayor's Committee on Food Supply has issued to consumers a chart showing a complete picture of a beef, with an analysis revealing the various cuts and the price of each. Accompanying the picture are a number of suggestions intended to make consumers pay more attention to the cheaper cuts of beef. It has always been contended that one reason for the high price of beef is that consumers have come to choose only the choice cuts, leaving the others, which, in many respects are just as good, to be sold for what they will bring.

The wording of the committee's chart was as follows:—

This list shows the price of each cut as compared with the others:—
No. 1, Porterhouse28 cents
No. 2, Sirloin26 cents
No. 3, Round24 cents
No. 4, Top sirloin22 cents
No. 5, Rib roast20-22 cents
No. 6, Rump20 cents
No. 7, Cross rib20 cents
No. 8, Flank18 cents
No. 9, Chuck16-18 cents
No. 10, Blade16-18 cents
No. 11, Shoulder16 cents
No. 12, Neck14-16 cents
No. 13, Brisket12 cents
No. 14, Plate12 cents
No. 15, Navel12 cents
No. 16, Shin10 cents

Do you know that the less tender cuts are more nourishing than the more expensive cuts?

Do you know that the less expensive cuts, if properly cooked and seasoned, are mighty good eating?

Flank steak costs much less than top sirloin or round steak, but it makes an excellent roast. It can also be pot roasted or used as chopped meat.

Chuck or round steak costs much less than porterhouse or sirloin and can be broiled in the same manner.

Chuck roast costs much less than rib roast and will make just as appetizing a dish if the bone is removed, the meat rolled and then roasted.

The beef neck is juicy and well flavored. It rarely sells for over 16 cents a pound, and makes a good pot roast and excellent stews and soups.

The cross rib makes an excellent pot roast and there is no waste.

Shin of beef makes a good "beef-a-la-mode." Cut it up the same as for stew; then brown the pieces in hot fat; then add water; cook in a

pot the same as pot roast, and serve with the gravy. By browning the meat in hot fat you retain its juices and this adds greatly to the flavor of the dish.

Shin of beef makes a most nourishing soup and the meat can be taken from the pot afterwards and served with horse radish sauce.

In broiling or roasting the less tender cuts, if you are afraid that they will not be as tender as you would like, they can be made tender if treated in the following simple manner: "Mix two tablespoonfuls of oil and one tablespoonful of vinegar; brush this over the meat and let the meat stand for half an hour before cooking it."

If you buy a rib roast of beef have your butcher cut the rib end off, so that you can use it for making soup. If it is left on and roasted with the rest of the meat, it is largely wasted.

In corned beef, the flank piece, the navel piece, the plate piece and the brisket piece cost the least. These cuts are much more juicy and palatable than the rump piece, and the left-over portions can be used to make a splendid hash.

Be sure that the beef you buy has a red, rosy color; that it is well streaked with fat; that the fat is yellow white; that the lean is firm and elastic and scarcely moist when touched with the finger.

(Continued on page 18.)

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

"The Voice with the Smile Wins."—Very likely the New York Telephone Co. never issued anything for the benefit of their subscribers in so few words that contained more thought than the above headline.

That headline tells us as phone salesmen to be patient, polite, attentive. It tells us to speak gently, pleasantly, slowly, and it says this kind of voice "wins." And it does win. Truly "distance lends enchantment" in the case of the phone order taker. Abruptness is unforgivable. Put your best manners into your phone talk.

Shelf System.—Where there is no regular stock clerk and where you men have to fill the shelves yourselves, often hurriedly, the temptation comes to "pack," that is, to shove the older stock back instead of bringing it front, which means a lot more time and work. Better empty space than "packing." No man with a recent sense of stock keeping will be guilty of such an act. This time of the year especially, this bringing forward method should be strictly attended to on account of so many fresh lines coming in.

Apples by the Barrel.—Your "voice with a smile" can sell apples by the barrel because you can show her that her peck and half peck way of buying is expensive and that your wholesale

price means a saving of about 30 per cent.

A little talk on their wholesomeness and cheapness would help. Take pip-pins, for instance. Good to bake, good for sauce, good for pies, good for dumplings, and above all, good to eat.

Case Mixed Vegetables for \$2.30.—

In some stores this case of mixed goods makes a great hit. And this is just the time to start taking it, more for the sake of associating it with your place than for present buying, perhaps, because it might be a trifle early for some of the things.

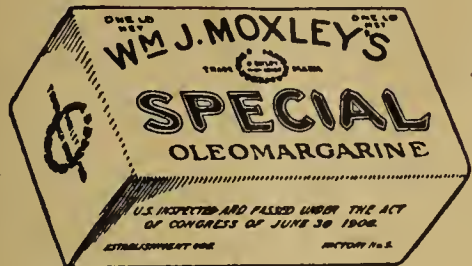
Anyway, here is the variety, the price, of course, is approximate. Four cans corn, three of peas, three of tomatoes, three of string beans, three of limas, two of soup vegetables, three of succotash and three of asparagus tips.

But the success of a thing like this

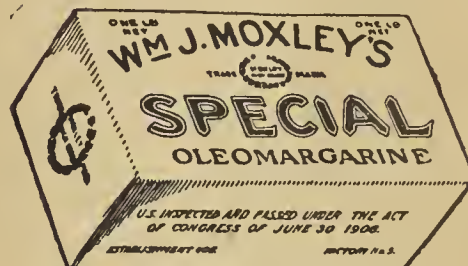
Depends Upon the Salesman.—Simply because it is out of the ordinary, in a measure. Train yourselves to talk a proposition of this kind. Its far better than trying to sell a case of tomatoes at a cut rate barely making the store's expense on the transaction.

You see, in the sale of the mixed goods you get away from the individual cut rate on any of them and you get your full line introduced at one time. Try it out.

I always look forward with much pleasure to receiving the "Modern Merchant and Grocery World" as it has given me lots of good pointers in the line of buying groceries. You can enter my name for two years' subscription as per check enclosed. Wishing you much success.—J. W. Boyd, Manheim, Pa.



Some of Your People Want This. Will You Satisfy Them—at a Profit?



THERE is not a grocer anywhere, fancy, chain store, cut price, or what not, but who can sell some **Moxley's Oleomargarine**. If he sells it at all, he sells it at a profit, for

Moxley's Oleomargarine Is Never Cut

☞ Reducing the cost of living, and selling a better article for less money—those are the talking points of **Moxley's Oleomargarine**. Our methods of manufacture make the methods of making some butter look like child's play in a mud puddle. We use only the very finest ingredients—pure fresh milk and cream and animal fats, and the sanitary condition of our dairies and churnery—even before the present United States inspection—are and were absolute perfection.

☞ One taste of **Moxley's Oleomargarine** and all objection anybody has had to oleomargarine—through ignorance—disappears instantly.

☞ Write us.

WM. J. MOXLEY, Inc.

CHURNERS

CHICAGO, ILL.

PHILADELPHIA, PA.
117 Callowhill Street

PITTSBURGH, PA.
120-22 First Avenue

BUFFALO, N. Y.
Michigan and Perry Streets

The Grocery Markets

Tea.

The tea market seems in fairly satisfactory condition, though undoubtedly the tone is gradually easing as the supply increases. Much of the war advance has already been lost. There is no surplus of tea, and there will probably be none, therefore there is no reasonable probability of any slump in prices. The consumptive demand for tea is fair.

Coffee.

The coffee market is still very sick. The Brazil markets are weak, owing to unfavorable financial conditions down there, and this is reflected in the markets of the country. Nominally the prices for Rio and Santos coffee are unchanged from last week, but the market is in buyers' favor all along the line. Buyers are distrustful all along the line, however, and are buying only what they must have. Individual purchases are much smaller than normally. Mild coffees are quiet and unchanged for the week, market there also being in buyers' favor. Java and Mocha steady to firm and moderately active.

Sugar.

The sugar market shows additional weakness. Granulated is down to $6\frac{1}{4}$ to $6\frac{1}{2}$ cents, and it looks like 6 cents quite soon unless the situation changes. Raws are somewhat easier and there has been a slight decline during the week. The demand for refined sugar is comparatively light.

Syrup and Molasses.

Glucose declined another 5 points during the week, and compound syrup in bulk is easier in consequence. The demand for compound syrup is fair. Sugar syrup is scarce and unchanged in price. Molasses quiet and unchanged.

Canned Goods.

Tomatoes are weak, but show no quotable change during the week. The bottom seems to be $72\frac{1}{2}$ cents, f. o. b. the factory, in a large way. The pack is still proceeding, but is dwindling to an end; the aggregate is still uncertain. The demand for tomatoes is moderate. Corn and peas are unchanged. There will be a short delivery in Maine corn, ranging from 50 to 70 per cent., due to cold weather. The trade are warned against frozen Maine corn, as it is known that freezing weather prevailed during a part of the packing season, and that usually means frozen canned corn. Peas unchanged and quiet. Apples dull at ruling prices. California canned goods are quiet in first hands, as deliveries of new pack are just being made. Small Eastern staple canned goods are unchanged and quiet.

Fish.

There is much uncertainty in the mackerel situation. The new Norway combination has begun active selling in this country, and during the week about

9,000 barrels came into this port, consigned to the American representatives of the combine. There has been no market for it, because representatives of independent packers have been offering mackerel \$2 to \$3 per barrel cheaper. So far they have gotten enough for their needs and seem to believe they can go on doing it, but the combine claims it controls the large share of the fish, and the future is uncertain. Irish and shore mackerel show no change for the week. Cod, hake and haddock are unchanged, still steady to firm and in light demand. Domestic sardines are much weaker and there are now offerings at \$2.85, f. o. b. Eastport, in large quantities. Better catch and sharp competition among the packers is responsible. Imported sardines show no change whatever. Salmon is quiet and unchanged.

Dried Fruits.

Prunes are easier, meaning futures, and the basis price has now declined to around 5 cents. Spot prunes are neglected and unchanged. Peaches still very cheap, but unchanged and dull. Apricots unchanged and dull. Raisins quiet at the moment and unchanged in price. Currants unchanged and steady, demand moderate. Citron is a trifle easier on increased supplies. Other dried fruit unchanged and quiet.

Butter.

The butter market is firm at an advance of 1 cent per pound over last week. The quality is fully up to standard and the make is slightly below normal. Butter in cold storage warehouses is lighter than a year ago, and the entire market is healthier at present prices. An increased consumptive demand is expected, with possible slight advances.

Eggs.

The receipts of new-laid eggs are normal for the season and meet with ready sale at unchanged prices. The quality of the receipts is averaging good, and the market is fairly healthy. The consumptive demand is normal, with no marked change in sight.

Cheese.

The cheese market is steady and unchanged, with only a fair consumptive demand. Stocks are reported a little heavier than normal and no change seems in sight.

Beans and Peas.

Domestic pea beans are still lower. The price on spot in a large way is \$2.45 to \$2.50, but it is now possible to buy to come forward at around \$2.30. The market is easy. Marrows are unchanged on last week's basis, new receipts showing very good quality. California limas are also easier. Spot supplies are down $\frac{1}{2}$ cent, or to $6\frac{1}{2}$ cents in a large way, and new crop are 5 cents in a large way on the coast, which is

5.90 cents delivered in the East. All these prices are in carload lots. Green and Scotch peas are somewhat easier for the week.

Provisions.

All cuts of smoked meats are barely steady at $\frac{1}{4}$ cent decline. The consumptive demand is moderate. Pure and compound lard are also $\frac{1}{4}$ cent off, and show fair consumptive demand. Barrel pork is firm and unchanged. Canned meats strong, with only moderate demand, as is dried beef.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Evidence of the closing of the tomato canning season is now becoming plainly visible, in a convincing way, by the return to the city of large groups of the factory workers, men, women and children, who make a picnic of their six or eight weeks' stay in the beautiful open country in the neighborhood of the canneries in Maryland. Another piece of evidence that the final scene is on, and that the curtain is soon to be rung down, is the absence of orders for extra supplies of empty cans from country packers who had not bought enough of them to take care of the crop overflow. As one of them expressed it in a recent letter to us, "there ain't agoin to be no overflow this season." It was not expected that the receipts of raw tomatoes this week would be as light as they were last week; some increase was confidently expected, but everyone was disappointed and not a canner in Baltimore got enough of them for more than a half day's work. Under such conditions, some reaction from the pres-

ent low market prices is not wholly unreasonable.

There was a quiet, orderly buying movement in tomatoes this week and the character of the buying indicated that the purchasers felt sure of their ground. The bulk of the buying was by Eastern houses, and by Baltimore canners who have been unable to accumulate a surplus stock for the winter and spring trade, above their present contract requirements. The absence of a glut in the crop this season has been a great disappointment, especially to the Baltimore canners with big cash balances in bank awaiting the opportunity. There will be no famine next winter in canned tomatoes; don't buy them in that expectation, but buy them with reasonable confidence that they are safe property to own at to-day's cost.

'Twas a dull market for the other lines of vegetables this week. There was, of course, the usual flow of daily orders for nearly every article in the list, but the average quantity was smaller than in the week previous. The redeeming feature was the fact that they were well-scattered, an indication that the jobbers, as a rule, are not overburdened with canned goods. Spinach, string beans, sweet potatoes and corn were a bit more active than the other items, but that is not saying very much for them. They will all have their innings by and by.

The fall crop of pears is now arriving, and the Baltimore canners are busy on them. There is always an excellent demand for them, as well as for the fall pack of apples, and the quality of both is excellent. The canning season for peaches is about over, and there is a fair supply of the different grades. The average quality is, perhaps, the best in ten years. There is a fair demand for pie peaches and seconds peaches. The buying of berries and cherries is

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

ESTABLISH YOUR BUSINESS ON QUALITY

The greatest ambition of the successful grocer is to get new trade and hold it, and there is no better way to accomplish this than by selling your customers absolutely reliable goods.

ROYAL BAKING POWDER

AND

DR. PRICE'S CREAM BAKING POWDER

are the most reliable Baking Powders made and your customers know about their purity, wholesomeness and value. You can build up a bigger baking powder business—a most profitable

business, by pushing the sale of **ROYAL BAKING POWDER** and **DR. PRICE'S CREAM BAKING POWDER**. Don't take chances with big, cheap cans of inferior baking powder. You don't want dissatisfied customers.



small quantities, evidently to mend broken stocks. Pineapples were ordered only in small lots, also.
Cove oysters continue dull; prices unchanged.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Our agents in Holland report by mail that stocks of Holland herring are practically exhausted, but we had a cable yesterday advising us of some shipments, so it seems that fresh supplies have come forward, although we do not believe in large quantities. Naturally, under the circumstances, prices asked for Holland herrings in the primary market may be considered exorbitant, and while they may not be higher than the situation warrants, the demand will certainly be very small if they cannot be had at less money than shippers are asking for them at the present time.

Scotch Herrings.—The market has been supplied with new shipments of some size. Nevertheless, the market is quite good for Scotch herrings. The demand continues good, inspired by the high prices for the Holland herrings, and we do not look for any lower prices on Scotch herrings in the near future.

Another shipment of new Iceland fat herrings has arrived and proved of exceptionally fine quality. The fish are larger and fatter than we have had during the past few seasons.

Further shipments of Norway fat mackerel have arrived. The quality shows very satisfactory on the whole, although some lots arrived which are rather poor, and therefore are being offered at prices below the market.

Norway reports poor fishing of sardines and rather a scarcity of both the cheaper and finer grades of Norwegian sardines. The demand continues very good, but supplies here are rather small. Some shipments of Portuguese sardines

have arrived here by direct Italian steamer, but the market being rather depleted, arrivals found ready sale at satisfactory prices, ex dock, with the exception of some lots of not well-introduced brands.

We have no advice of any fishing of French sardines and no French sprats nor Belgian sprats are to be had at the present time, in fact, nothing can be shipped from Belgium. We, ourselves, have some goods which have been transhipped to Antwerp still lying there, and are unable to move them. Of course, food products cannot be exported from Belgium, the Belgium Government not permitting it. No food-stuffs are coming from Germany nor from Russia at the present time. Italy, Holland, Norway, Sweden and Denmark still continue to ship. The rate of exchange is still exorbitant. War risk insurance has settled down to a more settled basis, and we are now able to cover war risk under an open insurance policy, rates, of course, changing from time to time, according to circumstances.

STROHMEYER & ARPE Co.

New York.

Spices.

The market is fairly active, with but few changes in price. The current demand is fairly brisk. Conditions are very much unsettled and the uncertainty of obtaining supplies from abroad, together with the high cost of exchange and war risk, has a tendency to restrict buying to parcels that are now afloat on declared vessels.

Peppers.—Stocks here, as well as in Holland and England, very small. There is some Lampong now en route to America, though the bulk of this is to fill contracts already placed. Shipments from the Malabar coast are reported impossible at present. All indications would point to firmer and higher prices.

Red Peppers.—Fairly active at unchanged prices.

Pimento (Allspice).—Very firm and in good demand.

Mace.—More active, with much better trade demand. Prices firm and steady.

Nutmegs.—Unquestionably firmer. It is freely predicted that higher prices will rule.

Gingers.—Remain dull and unchanged for all grades.

Paprikas.—No new supplies from Europe have arrived lately. The season for heavy consumption has just commenced, so it is not expected that we will experience any decline in values.

Tapiocas.—In fair demand at unchanged prices.

Seeds, Herbs, Etc.—The market continues unsettled. Some articles have declined, others advanced. Celery is somewhat easier. Coriander slightly lower. Cummin caraway firm. Sage and sweet herbs now in big demand, with high prices prevailing for savory and thyme, as well as German and French marjoram.

McCORMICK & Co.

Baltimore, Md.

Rice.

Business conditions continue to show real marks of improvement, though the improvement is, perhaps, more sentimental than anything actually tangible, and this makes the situation rather a complex one.

The demand continues slow and prices are showing signs of a slight falling off in values. The fact is that the mills are still refusing to meet the planters' views and decline to take up rough on the present fixed minimum basis, on the ground that it leaves no margin of profit whatever. This situation naturally affects the market for the cleaned, so that with the accumulation of stock, the trend is clearly towards a lower plane of values.

Advices from the South along the Atlantic coast are to the effect that recent conditions remain unchanged, demand being of a hand-to-mouth character. At New Orleans the demand has fallen off and the general complaint is that the trade are not responding to the prices at which the offerings of the mills are put out.

In the Interior, Southwest Louisiana, Texas and Arkansas, report no change in the rough situation and the standoff by the millers and planters continues same as last week.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Sugar Brokers Protest Against the War Tax on Brokers.

The following protest has been forwarded to the Senate Finance Committee by the National Association of Brokers in refined sugar:—

On behalf of many thousands of merchandise brokers in all sections of this country engaged in the actual distribution of the necessities of life, we hereby enter an earnest protest against the passage of that section of the proposed war tax directly affecting commercial brokers.

The gross injustice of this proposition to the merchandise brokers may readily be seen, when under the terms of the proposed bill, this class of business men will be taxed, in addition to National and State taxes paid in many States, four times, as follows:—

First.—Tax of \$20 for doing business.

Second.—Ten-cent stamps on each and every contract, which, in a great number of cases, are for very small quantities, as the article dealt in is frequently purchased by the

jobber every day and on which the commission is very slight, amounting frequently to less than \$1.

Third.—A tax on telegrams.

Fourth.—A tax on telephone messages.

Note.—Telegrams and telephone messages are a very large part of the expenses of doing business. The merchants require frequent and accurate postings.

A majority of these brokers have no capital employed and their only source of revenue is the commission obtained on the distribution of merchandise, a great many earning a bare living for themselves and families by hard work. The imposition of the above proposed taxes would work a great hardship and be a disproportionate taxation as compared to other lines of business, as well as being excessive taxation on the amount of business done.

Pearline Sells Out to Procter & Gamble.

On the morning of October 1st the good will and trade-marks of James Pyle & Sons' Pearline, O. K. Naphtha Washing Powder and Soapade were purchased by Procter & Gamble, of Cincinnati. The purchase price was not made public.

THE NEW YORK LETTER

(Continued from page 14.)

Do not buy beef that is wet or flabby or that looks pink or purple as it lies on the counter.

Advices have reached this city during the week that the Government believes the war brings with it as great an opportunity for increasing the trade in American oleomargarine in Great Britain as for increasing the trade in anything else. This is because the usual sources of butter are closed to Great Britain. It appears that the United Kingdom ordinarily imports about 80,000 tons of butter from Denmark and produces and consumes about the same amount of oleomargarine at home. The supply of butter from Denmark is very much reduced on account of the war, and England's own war troubles have crippled her facilities for manufacturing oleomargarine.

Oleomargarine made in England is a different product from American. The latter is a mixture of oleo oil and neutral lard, with cottonseed oil; whereas, in England copra oil is mixed with cottonseed oil. In this country some of the better grades of oleomargarine also contain considerable quantities of butter. Most of the copra oil comes from Germany, and of course this supply is done for the time being. In order to increase the demand for our oleomargarine in England, it will be necessary practically to introduce a new product.

The tie-up in the cotton industry of the South is beginning to have its effects in collateral lines. During the week the Corn Products Refining Co. has reduced the price of starch 10 cents per 100 pounds, giving the curtailment of the output of the cotton mills as responsible.

Another co-operative store enterprise has failed. After an attempt lasting two years and a half, to establish a paying co-operative store in Brooklyn, the Glenwood Co-operative Stores, Inc., is to close its doors on Saturday night, and the corporation will go into liquidation. Lack of support on the part of a large majority of the stockholders is given as the reason for closing. It is said to-day that the liabilities are comparatively small and will be paid 10 cents on the dollar. The stockholders of the store, or a majority of them, voted on Monday night to wind up the affairs of the concern.

Information has reached this city that 12,000 tons of the best marks of Austria Crystals sugars are being offered at a price f. o. b. at a port in that country which would land the sugar in New York at a cost of 4.75 cents per pound, duty paid, without including war risk insurance. But if they offered it free of cost it could not come here without the consent of the war powers. If there was any way of getting the sugar into the United States (without risk of seizure by British cruisers), it would, to some extent, offset the advance in prices which war has made. But war will not permit Great Britain to allow United States money to go for Austrian sugar (directly or indirectly), even if Austria consented to exportation. Hence

United States consumers of sugar must continue to pay the war penalty, which seems to go along with neutrality, while the consumers of countries at war, except Great Britain, are getting their sugar much cheaper than they would without war.

Without supplies of sugar in the United States from the Continent, and with Great Britain in competition here and in Cuba for our local sources of supplies, only one result can follow within a comparatively short time, a curtailment of our supplies and a corresponding advance in the price of sugar to consumers.

For a short period there may even appear to be an oversupply of foreign and domestic sugars for our use and prices may possibly conform for a while to such appearances, but the coming campaign, October, 1914, to October, 1915, holds possibilities of high prices for sugar, which it will be wise to watch for constantly and anticipate, if possible.

The latest effort to put consumer and producer together through the open city markets occurred on Friday, when fresh-killed poultry was offered at 17 cents a pound and bottled milk at 7 cents a quart. Both of these prices are very considerably below the regular market, poultry ruling at 4 to 10 cents higher than the above price, and milk 2 to 3 cents. This did not take place until Friday, and the results have not yet been learned.

Local wholesale grocers are much interested in the circular, copies of which have reached this city issued by Mr. J. H. McLaurin, of the Southern Wholesale Grocers' Association, to the jobbers of the South. It is headed, "Less Cotton, More Corn," and the point is that jobbers should use their influence to induce the Southern farmers to diversify their crops and devote more attention to corn and less to cotton. The moral, of course, is that if they had done so they would not be in their present predicament.

SUMMARIZED MARKET CONDITIONS.

Tea dormant, with the market slightly in buyers' favor. Demand light.—Coffee weak, dull and unsettled. News from Brazil tells of depressed financial

conditions there, although reports were a trifle better as the week closed.—Sugar unchanged, with quotations at 6¼ to 6½ cents. Federal will close down next week for the usual yearly clean-up.—California raisins dull and unsettled. Other California dried fruits also very quiet, and the market inclined to be easy.—Nuts firm. Demand light. Canned tomatoes somewhat steady. Corn firm; peas dull. New York String beans firm.—Salmon quiet and steady. Domestic sardines weak and declined 15 cents per case.—Wheat slightly firmer on stronger foreign advices, but shows no particular advance for the week.—Flour in light demand, with prices fairly steady.

A Profit Paying Department.

The American News Company of New York City will gladly tell you how you can start a news department so that you can reap the good profit that comes from the sale of magazines and periodicals. They will buy other lines from you as well. It is a well-known fact that there is good money in such a department, and as it practically runs itself you can readily take advantage of it.



This is the Flavor

that stands every test of heat or cold. Housewives and confectioners want

MAPLEINE

for lasting and delightful flavor.

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JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.

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CRESCENT MFG. CO.

SEATTLE, WASH.

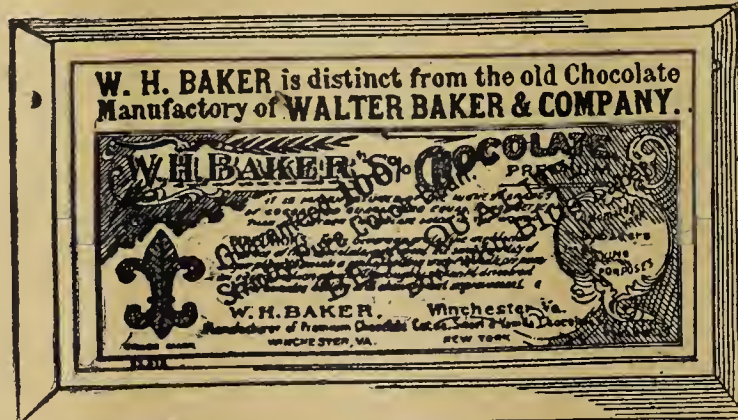
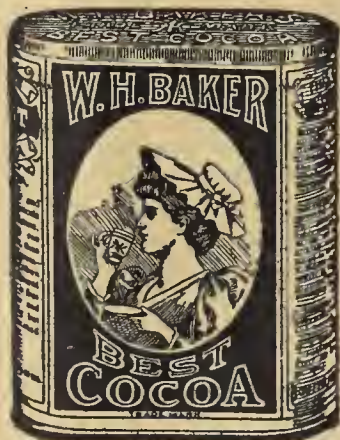
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Whereby every grocer in New York City and vicinity will be personally interviewed by well-trained representatives. Advertising campaigns given our strict attention. Write for particulars.

NEW YORK SPECIALTY ASSOCIATION
2417 Second Ave., NEW YORK

W. H. BAKER, WINCHESTER, VA.



Chocolate and Cocoa Preparations

UNITED STATES SERIAL No. 5257
Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 4

It is your privilege and your duty to buy just as cheaply as you can, consistent with the principles of honesty and fair dealing.

Occasionally a retailer will play off against a salesman a price which nobody has given him. "I can buy for two cents less, or ten cents less, or half a cent less." Of course this is dishonest, but it is something more—it is downright cruel to a hard-working salesman. He must meet competition to hold his trade and his position. Existing competition is hard enough to meet without breaking his back with fictitious competition.

The modern salesman is almost as useful to his customer as he is to his house. He is particularly deserving of the squarest of square deals at all times.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestor, Reiff & Co., 36 S. Front St., Philadelphia

Drake & Co., Easton, Pa.

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

Awards in Ceresota Ad-writing Contest—Continued

(Continued from page 7.)

Around the World

Known around the world!
Which? What? Why?

Ceresota Flour

It is the favorite bread flour with the masses. We sell it, you buy it; result, two satisfied, pleased persons.

The children will rejoice in the goodness of mother's bread.

Mother will rejoice in her success.
Father in its economy.

These are the points for consideration. We never sold any one brand of flour that brought such sure measures of satisfaction to the housewife and so much happiness to her family as

Ceresota Flour

Why don't you try it, mothers?

Submitted by J. Harry Frantz, Lansdale, Pa.

CERESOTA—The Flour That Makes Housewives Happy

Costs a few pennies more than some other brands, but more than makes good in the wonderful product that will be turned out of the household oven. Don't demoralize the health of your family by giving them bread that is in any respect inferior. In considering the high cost of living, do not begin with the mistaken idea that the best flours are too expensive. CERESOTA WILL PLEASE YOU EVERY TIME YOU BAKE. More and more of our customers are buying it every week, and there is no reason why this should not be the case. CERESOTA contains nothing that should not be in flour and everything good that should be. It is always the same—always reliable. Always in the front rank.

Sold by Woodward & Sells.

Submitted by E. Hayward, 90 W. Broadway, N. Y.

The Main Point in Baking is the Flour

and CERESOTA FLOUR more nearly approaches the point of perfection than any other.

It is absolutely uniform in quality and certain to produce best results.

Bread, pastry and cakes made from Ceresota Flour are delightful to look at and delicious to taste.

INSIST ON Ceresota Flour

If you don't use it you don't use the best.

Submitted by J. W. Boyd, P. O. Box 29, Manheim, Pa.

Housewife, Take Notice

Why in the world don't you women get busy and use the best flour you can get, at a cost no greater than the average? The most women know what a good flour CERESOTA is. You ought to consider the health of your family and use it. Because it produces a *clean, white, uniform bread*. Not the soggy kind that some flours produce.

Submitted by Wm. Rumfield, Jr., 802 N. Ninth St., Allentown, Pa.

Ceresota Flour IS NOT A MEDICINE

But, inasmuch as bread is conducive to life and has properly been called "the staff of life," it is well that the staff be strong. The family health is so largely dependent on the bread that the best is none too good. And this may be obtained by the use of

Ceresota Flour

made from the very best grades of wheat and milled, in every process, by men who "know how."

Ceresota Flour

is intrinsically of high quality. It costs more actual money than some other good brands, but it also makes better bread. The truth of this is demonstrated every day in hundreds of thousands of homes. Order a trial sack from Hopkins & High.

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

"Bread in Old Kentucky"

where the meadow grass is blue, or anywhere else on the face of the earth, is worthy of a song of praise when made from

Ceresota Flour The Pride of Minnesota

It is rich in the nutriment required to build brain and brawn. When you come right down to plain facts, white wheat bread, when properly made, is one of the most digestible, nutritious and well balanced of all foods.

There is no flour that's one iota

Superior to Ceresota;

Buy a barrel or buy a sack,
Satisfaction or money back.

Submitted by Oliver Sheppard, Penn Yan, N. Y.

Ceresota Flour

makes the most nourishing and fresh-keeping bread.

CERESOTA

is a scientifically milled, rich in gluten, uniform in quality flour.

Use Ceresota flour because you can depend on your bread being one week like the other, and because your bread will be as nice and sweet the fifth day after baking as the first.

Bread is our daily food. Why not bake it out of the best flour—CERESOTA?

Submitted by Steve Mull, Clerk for J. W. Bucks, 1168 Green St., Reading, Pa.

The proudest moment of a woman's life is when she bakes her first loaf of bread.

Don't compromise your first effort by using flour of a doubtful or unknown quality.

CERESOTA is the favorite brand among the host of experienced housewives over these United States.

No doubt about baking results when you use

CERESOTA

Costs no more and does far more.

Submitted by Ralph P. White, 2444 Frankford Ave., Philadelphia.

Ceresota Flour

You needn't go to Dakota
To buy CERESOTA;
You can get it at any good grocery store.

For cakes and bread it's the best
That is made in the West,
And can be delivered right to your door.

Now take my advice
(You needn't think twice),
Get a sack of this excellent flour;
Bake a cake and some pies,
Some bread, too, if you're wise.
Don't worry, 'twill never be sour.

This jingle is only to tell you in rhyme
The merits of this wonderful flour.
If this catches your eye
We want you to try
CERESOTA, and thus test its power.

Ask your grocer for CERESOTA flour.
He has it if he's up to date.

Submitted by Lily Dougherty, Gettysburg, Pa.

Here's the latest.
Solving the bread question by geometry.

Impossible? Not at all.
Geometry makes use of axioms.
They are the quickest means of solving many problems. An axiom is a self-evident truth—one that cannot be denied.

Are there any axioms in baking? Certainly. Flour is the principal ingredient in all baking. That's true.

Therefore to get the finest, bread, cake or pastry, you must use the finest flour.

CERESOTA Is the Finest Flour

the best there is for all baking purposes. It is uniform. This means your baking will always be the same. Uniformity is our specialty. Full weight, and overlook along the shelf of any store, notice the net weight, as required by law, on the end of the bags—notice 12¼ pounds net, and look for the name

CERESOTA

Look for the axioms—the quickest and easiest method of solving your work. In the baking line CERESOTA is your axiom. If you don't agree on this self-evident truth, try a bag; it's bound to convince you.

Submitted by Fred. Jaep, care of John Jamison, Water and Dock Sts., Philadelphia.

B. M. B.

stands for Bread, Muffins and Biscuit which melt in your mouth when made from

Ceresota Flour

Of course, you must know how, and baking is one of the fine arts, but any woman who can make good breadstuffs can make *better* from CERESOTA flour, for it is *always* the highest degree of quality.

Every sack is sold under a warranty of satisfaction, or money refunded.

Ground from the best wheat in the best way for the best people.

Submitted by Oliver Sheppard, Penn Yan, N. Y.

GOOD BAKING

can be enjoyed only by the use of flour of the best quality.

Ceresota Flour

is the favorite of all who are shrewd and particular about their baking products.

The word CERESOTA stands for purity, and a trial will convince the user that it surpasses all other flour, and is a flour that satisfies all who are desirous of having only the best.

Submitted by Harry W. McClurg, Spring St., Trenton, N. J.

An advertisement is a suggestion. Our real advertisement is our flour.

CERESOTA

More convincing than any printed advertisement you ever read.

If you have used CERESOTA you are past the suggestive point and will agree that a suggestion to use CERESOTA is the best practical idea toward the solution of all baking problems.

If you have never used CERESOTA, then it's a good time to act on a mighty good suggestion.

CERESOTA is always the same uniformity is our specialty. This means the best there is in all baking as long as you use CERESOTA flour.

Submitted by John Jaep, care of John Jamison, Water and Market Sts., Philadelphia.

Mrs. Housewife, Don't Fool Yourself

"Cheap" flour (flour that costs little money) may fill a hole, but the quality of the loaf made therefrom will not be such as will sustain the health of your family. It is, then, true economy to buy flour selling for a little less than you will be asked for

CERESOTA

Our constantly increasing sale of this flour is good evidence that it "fills the bill." And our own experience is duplicated by every grocer in the country.

REMEMBER THE NAME

CERESOTA

Sold by Smith & Logan.

Submitted by L. E. Douglas, 66 Taylor St., Newark, N. J.

Every Intelligent Housewife

knows how important is the quality of the flour she uses. Some—not so intelligent—imagine that they save money by using flour that costs little money. This is certainly a fallacy, if the health of the household is to be regarded.

BUT IF REAL ECONOMY IS DESIRED

Ceresota Flour

is to be used. It is not "cheap." It is of the highest quality, and this is proven by the bread made from it by

EVERY INTELLIGENT HOUSEWIFE

Sold by

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

TO INSURE

Dough-mestic Tranquility

and provide the best bread, cake and pastry in her home is the aim of every housewife. Thanks to

CERESOTA

flour, that problem may be settled once and for all and finally. By using CERESOTA you may put behind you all flour worry and annoyance, and thus devote your time and attention to other household problems.

This is due to the fact that CERESOTA never varies from the high standard set for it. From bag to bag 'tis always the same, always producing the same glad results.

The best-known and best-liked flour in America, CERESOTA may truly be called

The National Flour

The answer to the flour question is found in every grocery store; it is finally—"CERESOTA."

Submitted by A. T. Smith, Lambert-
lle, N. J.

Cut the cost of living. Bake your own bread, cakes and pies.

One hundred thousand housewives always use

Ceresota Flour

Get it to-day at your grocer's.

Submitted by Robt. L. Siegfried, Naz-
areth, Pa.

Do Not Practice False Economy

when filling the family market basket. The prosperity all depends very greatly on the food they eat. Good bread is a prime necessity, and it can always be produced by the intelligent housewife if she uses good ingredients. And so far as flour is concerned, CERESOTA stands in the very front rank. Every package is sold under the guarantee of the Northwestern Consolidated Milling Co., and the first return of all the CERESOTA we have sold is yet to be made.

Good bread *cannot* be made from inferior flour. But good bread will *always* follow the use of CERESOTA flour—it being understood that all other ingredients are first class.

Order a sample sack—and do it now.

Sold by Frank Blakely.

Submitted by L. E. Douglas, 66 Taylor
t., Newark, N. J.

It Isn't Hard

to bake good bread if you know how. CERESOTA flour, water, yeast, seasoning, the proper baking and understanding, produce good bread, and there are many kinds—Plain Bread, French Bread, Vienna, Kaiser Rolls, the Little Finger Rolls, and—countless other varieties.

Every member of the bread family is made better with CERESOTA flour—and how good it tastes to the hungry household.

Yes, this flour costs a little more than some others not so good, but results are what count.

We recommend it as an exceptionally right, high-food-quality flour.

Submitted by Oliver Sheppard, Penn-
an, N. Y.

**A NEW STAPLE****Thompson's Soup Flour**

BEAN, PEA, LENTIL, RICE, BARLEY

used in leading hotels and hospitals—will soon be in every home. Dealers who display and push this latest addition to standard food products find it

A GREAT TRADE BRINGER—A STRONG TRADE HOLDER

Because, it enables the consumer to buy all the natural nutrition of beans, peas, lentils, rice or barley without their unwholesome parts. It is just the pure, nutritious part of the kernels with all the husks and indigestible matter removed, thoroughly sterilized, ground to a finely divided flour and packed in an attractive, germ proof, friction top can which forms a permanent, sanitary container.

EASILY HANDLED, QUICK SALES, SURE PROFITS

Can be used in so many different ways aside from making soup—for sauces, gravies, dressings, meat substitutes, etc.—that the housewife will want it always on hand. It ranks with sugar and wheat flour as *a standard staple*.

It means NEW BUSINESS and NEW PROFITS for you

Packed in 10c, 25c, 5-lb. and 10-lb. tins

If our man hasn't seen you, write us for particulars

THOMPSON MILLING CO., 1431-33 Catherine St., Philadelphia

**WHAT TO TELL CUSTOMERS**

"If you've never tried THOMPSON'S RICE FLOUR for cakes, custards, puddings, pastry, muffins and hot cakes, there's a real surprise in store for you and your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

It is Mighty Poor Economy

Even in these times, when the cost of living is so important a factor to purchase low-price flour. If the family bread is imperfect, it leads to indigestion and dissension.

Ceresota Flour

costs more than some other brands, but it is worth the few extra pennies. It has stood the tests of the laboratories and of the kitchens and has in no case been found wanting. It embraces every quality that goes to make good bread. Remember the name,

CERESOTA

Our steadily increasing sale is good evidence of its popularity.

Sold by

Submitted by L. E. Douglas, 66 Taylor St., Newark, N. J.

It's the Hits That Count, Madam

And in this connection we desire to call your attention to the fact that if you use

Ceresota Flour

every loaf of bread you make will be a "hit." With "cheap" flours your bread will be a "miss" as often as not.

Ceresota Flour

is not "cheap" in the sense of costing little, but it possesses in the highest degree every good quality that is essential—color, quantity of gluten, elasticity, etc. A single trial will convince you that.

IT'S THE HITS THAT COUNT, MADAM.

Sold by Smith & Jones

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

The Winning Quality

of CERESOTA flour is that it is always the same. Every good reason for its use is found in every sack and barrel that reaches the public.

The successful knowledge of domestic economy of many a young housewife is confined to the good bread, cakes and pastry possible with CERESOTA flour.

It never varies—whitest, finest, purest—makes most loaves—lightest pastry—and never disappoints.

Its use is a household economy.

Submitted by Oliver Sheppard, Penn Yan, N. Y.

"War is hell," said Sherman. "My army travels on its stomach," said Napoleon.

Were Napoleon taking part in the present war he would say, "My army travels on CERESOTA flour." The only reason why he did not say it then was because CERESOTA flour was not known.

In the home or in the field, CERESOTA flour cannot be beat for making good bread.

That is the reason why the armies of Europe can fight twenty-four hours without any rest.

If they can do this, what can you do?

Order a sack at your grocer's on your way to work this morning. All grocers handle it.

Submitted by Meredith Staub, Market and Fourth Sts., Frederick, Md.

CERESOTA

is not the highest price flour in the world, but it has no superior for quality.

Submitted by Thomas Gill, 202 George Ave., Parsons, Pa.

Mrs. Housewife

Do you know you can be saved one-half the labor and worry by using CERESOTA flour? Why? Because it never fails and takes less than most others.

The name really implies perfection.

Let us send you a sack on our recommendation, and if you don't say it is better than the ordinary kind, simply tell us and we will cheerfully hand you back your money.

"If you try it you will buy it." For Sale by Grocers Everywhere

Submitted by W. C. McCullough, Shippensburg, Pa.

CERESOTA FLOUR IS NOT CHEAP

in the sense of costing less money than other flours. In fact, it costs more than many other brands, but CERESOTA FLOUR IS CHEAP if the housewife desires to have the family bread as good as can be produced.

Ceresota Flour

HAS STOOD THE TEST

of the chemical laboratory and the test of hundreds of thousands of "kitchen" laboratories all over the country.

EVERY DESIRABLE QUALITY IS FOUND IN CERESOTA FLOUR

Sold by Brown & Jones

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

Consider This Question, It May Mean Money to You

Why do most of the foreign trade demand CERESOTA flour?

Because they get more bread, and better bread, for the same cost.

Submitted by A. Campbell, 71 S Ave., Bridgeton, N. J.

Eureka!—Ceresota Flour

It has proved itself that it is head and shoulders above all others for quality, for quantity and uniformity.

There is a reason the housewife invariably asks for it.

The children are told to get it, they telephone for it; all classes, even the colored race, ask for it.

The trade in general ask for it, the superfineness of the quality commands the trade.

It is in greater demand than any other flour to-day.

The average grocer finds less complaints, as he often does with other flour.

The above proves that CERESOTA flour produces the most positive results and less in price. The grocer should push it, for he knows the goods are there and can truthfully tell his trade of its superior fineness.

Submitted by E. W. Lamb, corner Thirtieth and Westfield Ave., Camden, N. J.

Convince Yourself, Madam

if you are looking for *flour* of *quality*, regardless of the few pennies more it may cost. You will *make no mistake* if you send to us for a trial package of

CERESOTA

It contains *everything* good and nothing whatever objectionable. Our sales have increased at a most gratifying rate, and this alone is good evidence that our customers are pleased with

CERESOTA

Submitted by Mrs. Kennard Ragon, Quicksand, Ky.

The Miracle of the Loaves and Fishes

We don't know about the fishes, but it is wonderful what good loaves of bread are made from

Ceresota Flour

by even young Mrs. Newlywed, when she follows directions, uses healthy yeast, watches the dough at different stages and keeps her oven at proper temperature.

CERESOTA flour and our recipe are a winning combination.

Ask us for both.

Submitted by Oliver Sheppard, Penn Yan, N. Y.

Ceresota Flour

Cheapest—because better than flour costing less money.

Every good "flour quality" included.

Reasonable in price—merit considered.

Each package of the same quality. Saves worry—you *know* what results you will have.

One trial will prove a convincing argument.

Then you become a permanent user.

A name to remember—CERESOTA flour.

Submitted by Mrs. Kennard Ragon, Quicksand, Ky.

Real Home Made Bread

is more appetizing and hunger satisfying than almost any other food, and the right flour is a mighty important factor.

Insist upon the CERESOTA brand, and be sure of results.

It is a recognized leader among fine wheat flours and has already solved for millions the question of home bread making.

Test it in your own kitchen.

Submitted by Oliver Sheppard, Penn Yan, N. Y.

CERESOTA flour, the one Encouraging factor in the Run of good bread making, Exercising all the regularity that Surely is not obtained in Other flour.

Therefore to all consumers, At all times CERESOTA is advised.

Found in all the household, Leaving satisfaction behind, Only to convince the public, Unless using CERESOTA brand, Regrets will follow in time.

Submitted by Wm. G. Harper, 27 Elberon Place, Albany, N. Y.

Ceresota Flour

is finding its way into more homes in this vicinity every week, and those who use it once never give it up for other brands, even if these be more widely advertised.

Ceresota Flour

stands second to none. It is right as to the color, gluten, elasticity, power of absorption, etc. And CERESOTA bread benefits the health—and so benefits the purse—and beautifies the table, for what finer table ornament can there be than a plate of perfect bread, such as CERESOTA flour makes?

Sold by

Submitted by T. E. Reid, 786 Quin St., Brooklyn, N. Y.

There are other flours, but none is more favorably known than

CERESOTA

Our sales of this high-grade flour have increased at a rate that is really surprising. And the gratifying thing is that not a single customer who has begun the use of CERESOTA has given it up. On the contrary, not a few have spread its fame and new patrons have been added by the "force of example."

Come and see the sample baking at our store. It will interest you

Submitted by Mrs. Kennard Ragon, Quicksand, Ky.

Written for the "Modern Merchant and Grocery World."

Imported Ginger Ale or Domestic Ginger Ale.

A Comparison Between Them When the War Makes Timely. It is Impossible to Make Better Ginger Ale Than We Make Here.

American enterprise and brain can and do produce American products that are unexcelled throughout the world over.

There is a considerable class of consumers, however, that is still caught by the magic word "imported" and this is especially true of food products. That seems to be the chief reason why a food product manufactured across the water from materials of the same identical grade by concerns with no more enterprise, capital, brains, employing poorer paid labor, and forced to pay a heavy duty, is able to compete with the American product in its class, and in many cases sell at a much higher price.

This was true for many years of ginger ale, which is undoubtedly the most popular soft drink ever bottled. When properly prepared it is a wholesome, healthful carbonated beverage sweetened with pure sugar, colored slightly with caramel (or burnt sugar

avored with pure fruit flavors of lemons, lemons and oranges, blended with the finest Jamaica ginger with dashes of pepper and lemon or lime juice to give it the desired pungency and acidity. These are the ingredients and their careful selection as regards quality and very skillful blending as to quantities will produce what comes mighty near being the ideal beverage, boozeless, dopeless, thirst-quenching and refreshing. Its mildly stimulating properties and grateful warmth are pleasing both summer and winter, and your physician will pronounce it both good, and good for you.

Notwithstanding the simplicity of the manufacture of ginger ale, the imported article enjoyed a wide sale for many years, and it is only within recent years that the American bottlers realized that there was a big field for a Nationally advertised and distributed ginger ale.

How well they have succeeded in cultivating this field is seen in the ready response which the discriminating consumer had made, and the very large sale for their product which a few of the leading manufacturers have obtained, and it would seem as though the present time is the most opportune that the American manufacturer has ever experienced to popularize the slogan "Made in America" at the expense of our "imported" friends, and to relegate many of these to the shelf along with the Swiss watch and the French limousine.

WALTER A. WASHBURN,
Chemist for Clicquot Club Co.
Millis, Mass., October 8, 1914.

Bill Introduced in Congress for Standard Grape Basket.

Congressman Shreve has introduced a bill in Congress for a standard grape basket. He provides for 4-pound, 8-pound and 20-pound baskets. The dimensions for the 4-pound baskets are that the bottom shall be $3\frac{5}{8}$ inches wide, $4\frac{5}{8}$ inches long and that the basket be $4\frac{1}{4}$ inches high. The top on the outside shall be 5 x 11 inches. For the 8-pound basket the measurements are: Bottom, $4\frac{3}{4}$ x $12\frac{1}{4}$, and $5\frac{1}{8}$ inches high; the top cover to measure $6\frac{1}{2}$ x $14\frac{1}{2}$ inches. The 20-pound basket dimensions are: For the bottom, $7\frac{1}{8}$ x 15 inches, and $6\frac{3}{4}$ inches for the height, while the top is to be $9\frac{1}{2}$ x 18 inches. The bill provides that there need be no mark to indicate the quantity when the baskets conform to these dimensions. Otherwise they must indicate the quantity or subject the seller to a fine of \$1 for each basket sold or offered for sale.

"If I Can Save $\frac{1}{4}$ c a Pound I Must Do It"

and most of the time by so doing the merchant gets a very inferior Coffee. This kind of saving is not alone confined to Coffee, for in our business life we have heard of many sad experiences, which indicated that some of our good customers when placing either Fire or Life Insurance were attracted by a low price rather than by the strength and safety of the Company, where their interests would have been properly protected and the cost so little more, that you would hardly think that anyone would take the chance and place their policies in Companies that are practically unknown. Not long ago a customer's store was destroyed by fire. We knew him to be perfectly honest in every respect, but it took him a long time to collect his insurance owing to various reasons, questions and quibbles raised by the Company just for delay. If that Fire Insurance had been placed in a good Company, the claim would have been paid very soon after the proof of loss had been made up. Another customer who recently died, had carried a Life Insurance Policy for some years, and when his widow went to collect it, she was informed it was of no value, owing to some technicality which was in no way the fault of the insured.

If you are making an investment don't be attracted altogether by the rate of interest paid, but consider the security of the proposition. It is just as important for merchants when buying Coffee not to be attracted by a slight difference in the price, it would pay them much better to buy Parke's Unmatchable Coffee, as it is the Coffee that is standardized in value and cup quality. The merchant who buys quality Coffee, makes a sanitary display, talks Coffee to his customers, puts some ginger and snap into the work will increase his Coffee business and make it a success. Keep out of the rut.

L. S. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.

Dry Goods—Notions—Knit Wear

Domestic Goods Replacing Foreign Lines. Blanket Prices Advancing.

With the curtailment of receipts of foreign made merchandise, domestic products are now having an innings, which will probably continue indefinitely. Merchants are specifying these goods in their orders, and American mills are accordingly busy meeting the welcome engagements. Of this, Marshall Field & Co., Chicago, in their weekly review, say: "Bookings of orders for spring delivery are ahead of what they were up to this date a year ago. This is partly due to the fact that many of the lines made in our own mills are replacing foreign productions. During the latter part of September, 1913, retail business was stimulated by a few days of very cold weather. Extremely mild weather this year during the same period has retarded retail business all over the country, and this has had its influence on current wholesale business."

An unusual demand for woolen dress goods is thus explained by the John V. Farwell Co., Chicago: "One of the most active lines at present is wool dress goods, which during the last two months have shown more than usual activity. The volume of wool dress goods business has been so unusual that a careful investigation has been made to find the cause of increase. Aside from National and recognized reasons, such as low stocks, fall season and approach of winter, it is found that the domestic science movement in our public schools, as stated some time ago, is resulting in a large increase in yardage demand. Home dressmakers are also big factors in consumption of dress goods by the yard. Another cause is the wave of economy sweeping across the country and the curbing of extravagance Nationally as well as locally."

"Many garments being made by home dressmakers both from new fabrics and gowns being made over, continue the demand for Roman stripes and other novelties in combination. The dysteuft situation and uncertainty of deliveries later are causing merchants to buy wool dress goods and silks more freely than usual this season, in preparing for immediate wants and spring business."

"Woolen blankets are in large demand for export and the products of woolen mills are contracted far ahead. An enormous consumption of woolen blankets by Governments for field and barrack use will undoubtedly further advance prices. The strong call for New England made cotton blankets continues. Heavy draperies, tapestry and sunfast portieres and yard goods are selling well."

Selecting and Retailing Corsets That Give Satisfaction.

Perhaps the general storekeeper may be indifferent as to the range of quality, size and fitting possibilities of his corset stock. If, however, he is a mod-

ern merchant, such as is contemplated as a reader of this department, he carries a line to which these three requisites are not overlooked when an order for such merchandise is placed. Suggestions made by a manufacturer of repute are not to be disregarded if a merchant's customers are to be satisfactorily served. The time when "any old corset," even if made of hoop iron and burlap, with the flexibility of a hitching post, would pass muster has happily gone by, never to return. Even the sloppiest country store at the cross roads can no longer put over such goods, but are expected to sell corsets that are designed to give comfort to their wearer, as well as to display a dress to the best advantage. Fifty-cent corsets are ausgespielt, though some storekeepers may not think so, for they are devices of torture and ugliness, which the most careless will no longer abide when better goods may be had designed along modern lines.

No doubt many of the highest priced corsets were originally designed in Paris; and then again a still larger number—the commercial article—were originated and "Made in America." It is now proposed that with the war upsetting and demoralizing the business of the French corsetieres, the designing, manufacturing and sale of this class of merchandise be taken in hand by domestic talent, with a view of making the home article supreme and pre-eminent in the future. The concern in point is planning to accomplish this very commendable object, and in connection therewith has formulated the appended classifications as an aid in selling corsets. Women are divided into nine general types—tall and stout, short and stout, large shoulders and small hips, small shoulders and large hips. Then in the selling argument these facts are to be considered:—

First.—The woman who is influenced by the price, and who generally buys \$2, \$3.50 and never over \$5 corsets. Second.—This class covers all types of women and divides them up according to their figures. The sales person must tell each customer how a short, heavy woman may be made to look taller, the slender woman look fuller and rounder, the angular ones appear more graceful by the selection of an appropriate corset. All models of women should be appealed to by inquiry, of course, as to whether a corset is desired that will look well and still be comfort-giving when one simply works or walks, rides, swims, golfs, motors or dances.

Finally, a telling point is—of course, the general storekeeper may smile, but it is practical and establishes confidence in the store, nevertheless—to not lose track of corset customers altogether after the purchase has been made and delivered; but to follow up the sale by inquiry either personally or by letter if the goods are perfectly satisfactory as

to fit, style and ease. If not to call and allow the firm to see that it is made right. This is better than for a dissatisfied customer to "knock" the corset to her neighbors and friends.

Spring Shades in Dress Materials.

Orders for dress goods from merchants of every grade are somewhat erratic, considering the time of year. Merchandise of this nature for immediate delivery in the hands of secondary distributors or jobbers is none too plentiful and the mills are pretty well filled up until the first of the year. Retail concerns which have placed commitments with foreign houses are blocked on deliveries, that were guaranteed but are unable of fulfillment after all. In these instances the buyers are obliged to turn to domestic lines. In the cheaper varieties of staple dress goods it is quite evident the need for immediate requirements have become pressing. Orders on file for December delivery are being urged for shipment at once. This, however, cannot be complied with readily, authoritative advices state, because the leading mills are sold up well ahead and have no goods in stock that can be so applied.

Further, dress goods jobbers and wholesalers are reported as not going to press very hard for spring orders until they see how some of their merchant customers meet obligations that fall due on the 10th of this month. Otherwise buying is about up to expectations, and in a number of instances the advance orders from retail distributors are better than selling agents expected. This is attributed largely to the cutting off of foreign supplies, as mentioned above. The prices on new business is figured as about fair when everything is taken into consideration.

The demand for broadcloths of the better grades continues strong, but the cheaper woolen fabrics are neglected. The best selling shades in worsted dress goods for next spring season are a tan, called sea sand by some and putty by others; monsoon, a darker shade of tan; serge green, amethyst, Dutch blue, Labrador, dark navy and crow blue. Leading dress goods producers are declining to accept orders on material in the grey.

Silk Prices in a Transitory State.

Conceding the coming seasons will run vigorously to silks as dress material, there is no disposition, however, to force sales. Both merchants and distributors are holding off for more favorable prices, and orders are placed only to take advantage of concessions by first hands or else to supply at once requirements. Foreign factors are figuring on shipping merchandise here that were originally made for other markets, which are now inaccessible on account of the European eruption. It is believed that prices will be materially affected because mills abroad are in a position where they must realize on a cash basis if safe transportation can be assured.

On Wednesday last an auction sale of domestic silks was held in New York, which included the following weaves: Taffetas, faille, charmeuse, gros de londre, peau de soie, crepe, satin, moire

velours and poplin, plain and printed bengalines, etc. The lot included 1,000 pieces of black, colored and fancy silks, as per foregoing specifications, 20 to 40 inches wide. Fair prices were realized and a large number of merchants from the small towns were in attendance and active bidders.

Agitating for a More General Use of White Goods.

Many fancy white goods are being bought more liberally by those who are looking ahead. Not a few merchants large and small, are convinced that white fancy cottons will be largely worn next spring. While retailers as a rule are not disposed to take much stock in "sunshine" movements, they are encouraging the sentiment and aiding the work to enlarge the use of white dress cottons. These same merchants are of the opinion that they are beginning to see the approach of a demand for white goods which will amount to considerable if the agitation is carried on during the winter. The change in fashions, whereby more cloth is required in a dress, and more sheer goods are being used than heavy, are factors working in favor of larger sales of cottons for the spring season.

The New Collar in Fashion.

Sales at the notion counter have been considerably augmented by the arrival of the new collar for women. The summer and early fall witnessed a brisk trade in white neckwear of organdies and lawn. Now the vogue is cream net, lace and pique. There is less wiring of the collars. Fine Venise, applique and point laces are noted in the collars of the new dress models. Some of the lace guimpes are of embroidered net of the applique type lace and they finish at the top with a round neck that does not come quite up to the base of the throat. They are rapid sellers, providing the goods are prominently displayed at the counter.

Metallism a Dominant Note in Fabrics.

Metallism is the dominant note which influences all fabric and trimming modes. It is really the only abstruse style movement of the season, which began suddenly and is sweeping smart costume circles with vigorous thoroughness. The dainty goods are glittering with scaly black, dark blue, green, gold, silver and opalescent spangles. The goods are being extensively used for overskirts or paillettes and even in trimming for hats. It also enters as material for capes, and is destined to be very popular for age and youth. This is a development the merchant who has pretensions to keep anything but a "cracker barrel and cheese" store, with a few yards of calico and gingham on the side, should note.

Cancellation Test Case Proceedings.

The right to cancel an order at will is to be given a judicial interpretation, the case in point being a jobber who, after accepting and paying for part of a large order for hosiery, directed cancellation as to the remainder. The suit

will be based on the fact that the raw material has been purchased by the manufacturer especially to cover the order and the goods subsequently made up according to specifications. The court proceedings will be carried on by the aggrieved party under the auspices of the National Association of Hosiery and Underwear Manufacturers. When the matter was brought to the attention of the association, the jobber was informed that cancellation would not be accepted. If he persisted in refusing to accept the hosiery contracted for, proceedings would be instituted for establishing a precedent. Allied interests have pledged co-operation in the event of a test case being taken to the courts, as they had also been considerably disturbed by cancellations.

Boots Shoes Findings

Faults Ascribed to Cheap Grade Shoes.

Perhaps the average merchant is not aware that the cheap shoe calls for as good workmanship as does the medium or high-grade shoe. The workmanship seen in some cheap grades of welts and McKays is the greatest objection to those shoes. The lining is not pulled in smoothly, the back-stay wrinkles and the tips are crooked. Those are some of the objections most noticeable, says "American Shoemaking." The back-stay wrinkles because the last is not moved down against the upper when the shoe is assembled. To pull on the back-stay does not always smooth out the stay, as the edge of the insole offers too much friction. The lining does not fit properly because the shoe is not pulled forward enough.

When the upper is not set lengthwise of the last to its full extent, the lining will wrinkle, and no amount of pulling at the sides will do away with the wrinkles. A shoe having a wrinkled lining is damaged beyond repairs. The cheap grade shoe, therefore, calls for perfect lasting, as this is where most defects are to be noted in welts and McKays.

Fixed Prices Shackle Trade.

Repeated reference to fixed prices, pro and con, has appeared in this department at various times. Advocates of both systems have energetically advanced their ideas, so that there is doubtless more or less confusion regarding the question in the minds of the average storekeeper. Shoe manufacturers and retailers in their National Association have come to the conclusion that fixed prices are unscientific. Their Conference Committee, at a recent meeting, declared that fixed prices are chains which shackle the trade, because they prevent the retail shoe business from being elastic and flexible in adapting

itself to changed markets, varying trade conditions in different communities and the differing services of stores. The committee, in summing up this evidence, makes the following recommendations:

Every shoe business has its own particular atmosphere and its own particular talent and service, which will stand or fall as the consumer desires it. In order that the right prices prevail in your business, it is necessary for a dealer to know his entire overhead expenses. Then his legitimate profit should be added to this. Whatever figure results from this method should be the price of the shoe to the consumer. This is scientific and accurate, also fair to the consumer.

This system will help the retailer and the shoe trade generally out of the rut of the fixed price system—will make it easier to adjust prices in accordance with the rising and falling market of the future—will do away with the unscientific, bungling plan of retailing all kinds of shoes and leathers, regardless of their cost, at one price.

Your courage to put this system in effect will change your empty money drawer to one with a legitimate profit, and it will soon be proven that the customer is just as ready to pay \$4.25, \$5.30 or \$6.40, as he is any other price, so long as it is fair and just.

Damp Proof and Soft Toe Shoes.

A new idea in women's footwear is to have the whole shoe damp proof. This is done by the cravennetting process, and the boot or shoe is then as good as impervious to bad weather, and for ordinary rainy weather rubbers may be dispensed with. The process can be applied to patent leather shoes and fabric quartered boots.

Still another arrival is the soft toe shoe. These shoes are made without any box or tips in the toes. The toes of such shoes are as soft as those of slippers. They are made over walking lasts, have low heels and are intended for street.

Shoe Sales Not Checked. Higher Prices Still in the Air.

New York, New England and Pennsylvania manufacturers of footwear, as well as those of the South and West, are working on a very satisfactory volume of orders for next spring delivery. Road men will be out until December, and besides future business booked, are also sending in numerous duplicate contracts for seasonable merchandise, on which immediate shipment is requested, indicating more confidence on the part of retailers than for a long time. The styles for fall and winter are about established in staple lines, representing, as they do, new patterns and lines which show a decided improvement in appearance, especially in men's shoes—neater, trimmer, with less elaborate "scallops."

The short vamp and medium high toe has never ceased to be the best seller in the West, particularly in the smaller towns of the central section. Merchants carrying shoe stocks in these communities say it is impossible for them to interest their customers in the long vamp and recede toe shoes, which are so popular in the Eastern trade. Prices tend strongly upward, in keeping with the statement issued recently

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

Dorchester, Mass.

Trouble in the Rennet Bottle

Unless a man knows how to make Rennet, every bottle he turns out stores up a world of trouble for the retail grocer.

Nothing is more delicate than Rennet, nothing harder to make or to keep.

James T. Shinn's Liquid Rennet, to begin with, is as clean as we would want Rennet to be. It is so clean that we guarantee it against spoilage. And it is probably the quickest Rennet made—it will coagulate milk in five minutes.

Surely a grocer should be willing to handle such a superfine article on a small profit—but Shinn's Rennet pays 100%.

Why stand ye here idle when you could be selling this great good thing?

Shinn & Kirk

1400 Spruce St., Phila

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

by the manufacturers, which says: "The cost of shoes to the manufacturer, to the wholesaler and to the retailer must be increased, and the scarcity of leather and increased cost of findings will ultimately make itself felt to the consumer."

Dealers are cautioned against carrying unnecessarily heavy stocks, as this would be a detriment to the market. Still, with all this bullish talk, retail prices for shoes are about normal in the staple lines, a better price possibly being tagged to the new patterns and the novelties. In women's wear there is no anxiety to mark up prices a great deal, excepting in the higher grades, as this would have a marked tendency to check buying, a fact of which the merchant is too well aware.

Hardware Tools Specialties

A Progressive Hardware Wholesaler Tells of Increased Business and Bright Future.

Returning from his annual trip to the Pacific coast and the intermediate territory, and also going across the line into the principal Canadian cities, calling upon the jobbers and wholesalers alone, J. S. Bonbright, vice-president of the Supplee-Biddle Hardware Co., came in contact with business conditions at many points and with the most prominent men in the trade. In speaking of his "swing around the circle," which covered a number of months, Mr. Bonbright said to the "Modern Merchant and Grocery World" the other day: "I am convinced the outlook for an excellent business for the next and succeeding seasons is particularly bright. I based this impression, of course, on the increased sales in the special product in my jurisdiction, fully 50 per cent. and over that of last year. I did not get into the South, but from what I have ascertained since coming home, the situation is improving. We have received no cancellations of orders, and, like houses in other lines, in the matter of settlements, we are inclined not only to be lenient, but helpful as far as lies in our power. The South has been deprived by the European war of a market for their chief staple—cotton—and the movement to aid in bridging over the commercial default is general and sincere and hearty. That is the way we feel about it, and our company has always sold a lot of hardware to Southern merchants, dating from before the Civil War to the present time.

"In the West, where the crops of all kinds are abundant, the purchasing power of the merchant and farmers—in fact, of the entire community—has been increased in a marked degree. Prosperity is in evidence on every side, and with the movement of the surplus crops to the seaboard and abroad to meet the

demand of the warring nations in need of foodstuffs, will mean eventually greatly augmented business in every line. It must be admitted that at first a period of depression set in, due entirely to the peculiar conditions incident to the European conflict; but this is now passing away, and from now on American made goods will command the attention of the world and lead to an era of unprecedented prosperity. We shall have some new lines ready for next season in my department. The 'Rainmaker' has proven a great success, both here and in England."

"Made in America" Hardware Exhibition This Week.

An exhibition, the first of its kind, of hardware, house furnishing goods and kindred lines, restricted to local wholesalers, jobbers and manufacturers, will be held this week, from to-day (Monday) until Saturday next, on the first, or exhibit hall, of the Parkway Building, Broad and Cherry streets, under the auspices of the Philadelphia Hardware Association. This organization has a membership of over 500, two-thirds of which are dealers and the remainder workers in the trade. The association emphasizes the fact that it is not a buying syndicate in any sense.

The Exhibit Committee includes the following well-known people: F. C. Goodwin (chairman); T. C. Wimer, of Dunn & Eldridge (secretary); Harry Wilkinson (treasurer); James Lamont, J. G. Esmond, T. B. Hendrickson, H. O. Stansbury, Robert Sheppard, Aaron I. Sanson, Jr., L. C. Glading, Grant Wyllie, Chas. W. Donahue, H. B. Caldwell, Harry E. Good, Geo. H. Hamblin, W. Sommer. The committee has been working indefatigably during the summer to make the exhibition a success and their efforts have been amply rewarded by a generous support on the part of the distributing and manufacturing trades, the space at their disposal being wholly engaged.

The list of exhibitors follow: Lamson & Goodnow Mfg. Co., Edw. C. Pole, T. B. & H. S. Hendrickson, Dunn & Eldridge Co., Wm. Sommer Co., Supplee-Biddle Hardware Co., Germantown Tool Works, Simmons Hardware Co., Seltzer-Klahr Hardware Co., E. K. Tryon Co., Henry Disston & Sons, Inc.; John Lucas & Co., Inc.; Artman, Treichler Co., Germantown Paint and Varnish Co., C. M. Ghriskey's Sons, The Frank A. Rolling Co., Inc.; Hoods Bros., W. A. Sachs, McCaffery File Works, Meriden Cutlery Co., Henry F. Michell Co., Rocke Cement Co., Lancaster Lock Co., DeWitt Wire Cloth Co., Welsbach Co., U. S. Slicing Machine Co., Wizard Products Co., O-So-Easy Co., Geo. C. M. Fuller & Co., Scott Paper Co., E. C. Atkins & Co., Inc.; Hawks-Jackson Co.

In connection with the exhibition, the association will furnish each exhibitor blank cards enabling the consumer or visiting public to purchase any article that is shown at the retail price, and the order will be turned over to the dealer nearest to the buyer. In this way the retailers, jobbers and manufacturers will be mutually benefited and new trade developed. It is also pro-

posed that the new slogan, "Made in America," in connection with domestic merchandise, will be kept to the front and enthusiastically boosted and proclaimed throughout the exhibition. Geo. D. Porter, Director of Public Safety, representing the Mayor of Philadelphia, will open the exhibition.

CORRESPONDENCE.

Who Knows the Norene Cigar Co.?

Carlisle, Pa., October 1, 1914.
To the Editor.

Dear Sir:—Can you give me any information relative to the reliability of the Norene Cigar Co., located at 501 Fifth avenue, New York; whether it is still there and doing business and if it is a firm a man would want to do business with.

Yours truly,
W. J. NOAKER.

We can learn nothing about the Norene Cigar Co., though we went into all the usual and some of the unusual channels to get information. The concern is not listed in the mercantile agency rating books. Under the circumstances, we advise going very slow.

To Buy Cartons.

Baden, Pa., October 1, 1914.
To the Editor.

Dear Sir:—Can you advise me where I can purchase cartons such as are used for powdered sugar, rice, etc.?

Yours truly, A. L. E.

Brown & Bailey Co., 410 N. Franklin street, Philadelphia, or Edwards Folding Box Co., 27 N. Sixth street.

The Importance of Louisiana White Sugar.

New Orleans, La., October 5, 1914.
To the Editor.

Dear Sir:—Nearly half of the 1914 Louisiana sugar crop will be made into high-grade sugars for direct consumption, and the proportion of high-grade sugars in the 1915 crop will be very much more than one-half.

With part of the European sugar crop destroyed and the saved remainder unable to move for export, the question of where to get sugars in 1915 becomes a mighty troublesome problem. Because of this unique sugar situation, Louisiana white sugars are likely to become extremely attractive.

Yours truly,
FRANCIS WILLIAMS.

Store Wanted.

Limerick, Pa., October 5, 1914.
To the Editor.

Dear Sir:—I would like to have you inform me of several country grocery stores which might be for sale or rent.

What I am looking for is a store located in a small country town where there is no competition.

Please inform me at once if you have a store of such description in mind, as I am desirous of opening up a business of such nature. I have had twelve years' experience in the general store business and would be capable of taking charge of a place.

Yours truly,
WM. J. KLINE.

Can't get along without the "Modern Merchant and Grocery World" at the price—at any price for that matter.—D. H. Doyle, Franklin, Kan.

Helping the Early Christmas Shopping Idea.

Pennsylvania General Merchant's Cleveland
Talk to Customers on This Subject
as Early as September 30th Last
Worthy of Adaptation by Other Merchants.

We reproduce below a little talk by a general merchant to his customers about doing Christmas shopping early, which is good enough to be reproduced by retailers everywhere. To be sure spreading the Christmas shopping over a period several months before Christmas night subtracts some of the holiday romance from it, but it would enormously relieve the merchant. The movement is growing, especially in the large cities, and the smaller retailers should do all they can to help it along.

The following appeared in the store paper of Boyd Wees' general store at Elkins, W. Va., issued of September 30, 1914:—

BUYING CHRISTMAS GOODS IS OUR NEXT BIG JOB

Good morning! Have you bought your Christmas presents yet?

No? Well, we don't blame you. This is very early in the game to be buying Christmas presents—that is, early for you. The fact is, however, so far as we are concerned, Christmas buying is assuming the proportions of a very important matter. What November and December are to you in the way of Christmas buying, August and September are to us. You always find it to your advantage to do your Christmas buying early and we trust you will remember it this year and do the same. You find that the Christmas assortments are more complete, that you can do your shopping with a smaller expenditure of time and energy than is the case if you wait until late. It always is better to buy Christmas goods this way than to wait until the last moment and rush and scramble and push among the crowd of last minute shoppers and take anything and everything just so you get something.

Exactly the same thing applies to us and to our Christmas buying. We have found by experience that when we go to market in August or September we can buy our Christmas stock more leisurely, can be more sure of getting what we want and take enough time to examine the goods carefully and find out exactly what we do want and what is best to sell in this town.

For this reason we say that Christmas shopping is very much the order of the day around this store right now. You soon will be seeing the tangible evidence of this fact as we expect to have our Christmas line on display very early this year.

We can safely promise the readers of this Store Paper that they will be reminded many times within the next few weeks that Christmas is coming. We are, as it were, going to act as your buying representatives at the source of supply. We have studied your needs, and believe you are going to be pleased when you come to our store to buy gifts.

Milk—A profitable staple of larger sales volume than sugar

Do you realize that the average family spends more for milk than for sugar. Everyone of your customers spends \$3.00 per month for milk—some spend much more—this trade goes to the milk peddler and he makes money on it, too. You have to tie up money in a sugar stock to supply your customers and you often lose money doing it.

This milk business, and the profit that goes with it, should belong to you.



CARNATION MILK

From Contented Cows

will help you switch your customers from raw milk to evaporated—for cooking and baking. Our advertising is interesting and educating housewives in the use of evaporated milk. It is sending to the grocer's cash drawer some of the money usually paid to the milk peddler.

When a woman comes to you for evaporated milk make sure that she will be pleased and she will return and continue to buy evaporated milk from you—Give her CARNATION MILK—she will like it—is clean, sweet and pure—always ready for use. Carnation Milk will prove that evaporated milk is superior to raw milk for cooking. And that will be an important step in starting the usual \$3.00 per month milk money into your cash drawer. So push Carnation Milk. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington

From Your Standpoint—

Why should grocers stock and push certain goods—Yes, **WHY?**

The important considerations are:

Demand—for something people want.

Quality—that brings customers back.

Advertising—steady the year round—moves goods quickly.

Liberal Selling Policy—that meets every condition fairly.

Sale Guaranteed—no risk to dealers.

Good Profit—all along the line.

All these, and others, are features of

GRAPE-NUTS

Staple as sugar and flour—“There's a Reason”



Piggy Preachers.

Gee, but ain't a mean preacher the meanest mean thing you ever saw?

And don't you get a straight sight of the mean side of some of 'em when you're running a retail business?

It seems as if a preacher ought to be so extra big-hearted, and generous, that when he's mean and piddling he looks meaner than a carpenter or a barber would be, doing the same things.

A customer of mine was ripping it into a certain preacher last week. Not to his face, lawsy me, no, though that's where he should have said it. Maybe it would have done some good then.

"He's the biggest pig I know of!" he said. "I hate to see him come in, he's such a pig. He eats as much stuff anyway as a whole family ought to, and he never comes in here but what his darned fingers are in everything till he goes out."

"Well, you ain't forced to stand it, are you?" I said. "Why don't you tell him to keep his blamed hands to himself?"

"I will sometime," he said, brave as a little red lion when there ain't anything to fight. "I don't like to make a fuss. My wife thinks he's the greatest thing that ever lived, anyway."

"As a free eats stuffer, maybe he is," I said, "though most of the preachers have tape worms, seems to me."

That reminds me of another case with a preacher in it that a customer told me about last summer. In that case, though, the preacher didn't get away with it.

This customer of mine has a store in Cincinnati—way out in the suburbs. There's a preacher around the corner that used to run in to buy stuff a good bit, but he was never man enough to pay the price for anything. He would

always work his high-necked coat for a discount. I remember being in there one day when he worked the trick and that time he did get away with it. I sized him up right away as one of the oily ones and when he went out I said to myself, "Well, by George, I'd paddle you all right if I had you where I wanted you."

That day he had bought quite a load of stuff, and asked how much it was. The boss told him.

"Must have a discount," he said, turning around and winking at

me. I hate that kind of people. "All the poor preachers get a discount. Helps the church and helps us."

Well, it takes a brave chap to stand up before a gall like that and my customer fell down. He let him have 10 per cent. off—just picked it out of the money drawer and gave it to him.

"By gravy!" I said when the preacher had gone, "I believe I'd have seen him dead before I handed him that 10 per cent.!"

"Some day I'll hand him some-

thing," said the boss, "but to-day I wasn't strong enough. He'll get it."

He did, too. My customer told me about it a couple of months after that. It seemed the preacher came in one day with his mouth full of oil and struck for the discount. The boss had been up the night before with the hives or something, and he was real hungry for human flesh. When the preacher blew his horn for a little discount the bell rung and all came out. The boss told me about it.

"Mr. So and so," he said, "I've given you a discount on a good deal of the stuff you've bought here, but I'm not going to do any more. Why should I? Your salary is \$2,000 a year and your house. I only netted \$1,800 out of this business last year—you're better able to pay what other people pay than I am to allow you a discount."

"Very well, if that's the way you feel about it, brother," said the preacher, "I can go elsewhere

Can't You Write a 6-inch Ad. About Moxley's Oleomargarine?

Why can't you? Certainly it's well enough known, and if you want any more information you can get their literature from the nearest Moxley office.

¶ The biggest ad.-writing experts in the country don't get \$20 for writing a 6-inch ad., yet that's what you get if you win the first prize on your Moxley ad. \$10 for the second prize and \$5 for the third.

¶ We don't want ads. with literary kid gloves on, but ads. with red blood in—ads. calculated to sell **Moxley's Oleomargarine** to the consumer. You can write that kind of ad. if you only think so.

All Ads. must be in by Saturday, Oct. 31, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

now other stores that are glad to allow it to me."

"All right, you'll have to go there then," said the boss, real sharp this time. He had held himself down at first. He knew a real good place where he would have liked to see the preacher go, but he didn't tell him.

"I suppose it's too much to expect a man who never goes to church and gives nothing to the church, to favor its clergymen even in this small way," said the preacher.

Then's when the hives got in the work.

"I don't call that giving to the church," the boss said, "giving you something off on the stuff you put in your own stomach. I appreciate your trade, and am always glad to sell you goods, but you will have to be at the prices other people pay after this."

The preacher's smile came off and he imitated a clam till he went out. Always before that he could talk to the pickles in the jar if he couldn't get anybody else to talk to. Served him right, served him good and right. I know some preachers that are all the good. They can have anything I've got. But I know a lot of others that are regular all-day drinkers—they expect every man who sells 'em goods to give 'em the best of everything and charge no less than anybody else. Just because they work for a church! George, sometimes I think they ought to pay more than other people.

Another customer of mine said a funny thing to me the other day at this very point.

"I sell all sorts of people," he said, "and of all the customers we've got, the best fellows to sell to are a couple of saloonkeepers. They're more free-handed and they never question your price." "Good Lord!" I said, "if they're the best who's the worst?"

"A Baptist preacher," he said, "he's the meanest white man on earth, I think."

Shows I ain't alone in feeling that way about it, don't it?

THE STROLLER.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

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Philadelphia, Pa.

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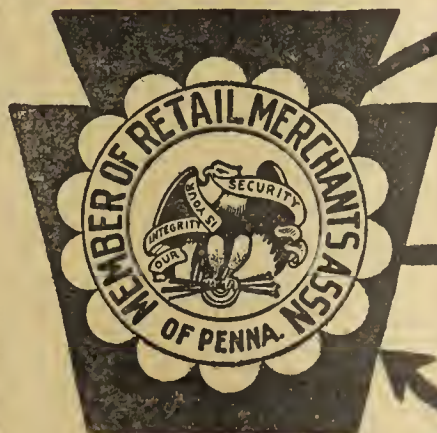
NOTHING has a wider sale than *milk*; some people like one cereal, some prefer *another*, but *all buy milk*. Even the woman who bakes her own bread and cakes *must buy milk*. *All* your customers are buying milk *every day*. Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands**, both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks**. This is sure to bring you increased sales.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXX.—Holding Customers to Their Orders.

Of course an ordinary business man can't think of everything when he makes a contract, but one of the things he should think of—because it may vitally affect the enforcement of the contract either for or against him—is whether a custom of the trade exists as to the matter about which he is contracting. If there is, the law may make it a part of the contract whether it is specifically mentioned in it or not.

Another thing he should think of is whether a previous method of dealing with the other party to that contract has put it out of his power to enforce it. I will explain what I mean in both cases.

Read this letter:—

Cleveland, Ohio, October 1, 1914.
Elton J. Buckley, Esq.

Dear Sir:—We are jobbers in the lines named on the above letterhead, and read with interest your recent article on cancelling orders. We have a great deal of trouble with our customers cancelling orders. They give them to our salesmen, who send them in to us, but often before the salesman's mail reaches us we receive a cancellation notice from the customer, ordering us not to ship the goods. About two months ago we had a particularly flagrant case of this, and we resolved to make an example of the customer. We refused to accept his cancellation and shipped the goods. He turned them down, and they are now in the keeping of the railroad company. We at once entered suit, and now our attorney writes us that the customer has filed some sort of legal paper claiming that it was a regular custom of the trade for retail dealers to cancel orders after giving them, and that both parties knew that when the order was given, and therefore the law is that it was given subject to that custom of the trade, and our customer had a right to cancel the order whether the contract said so or not. We have never heard of any such law and would like to ask you if there is anything in his position? Please omit names.

Respectfully,
J. & R.

A custom of the trade may become a very important part of a contract, though neither party mentions it when the contract is

made, and the contract itself is silent. I will explain in a moment why I don't think there is anything in the defense this retailer is making. For the present let me say a word or two about customs of the trade in general, in connection with business contracts. Here are a few of the principal ways in which a custom of the trade, even when not mentioned, may figure in enforcing a contract:—

1.—In determining how much authority an agent would have under a contract, the custom of the particular trade as to the extent of an agent's powers would be consulted.

2.—In fixing a railroad's responsibility for careless storing and carrying of goods, the *customary* way of doing such things would be the standard.

3.—Custom of the trade, in construing certain words in a contract, is always used as evidence of what those words should mean. A few cases where this rule has been invoked are in construing the following words in a contract: "Across country," "bag of oats," "cargo," "carload," "cash basis," "immediate delivery," "merchantable," "order," "pound," "spoiled lumber." The point always is that the words should be construed the way the trade have become accustomed to construe them when the contract itself contains no explanation.

4.—The custom of the trade is often used to supply matter as to which the contract is silent. Such as to fix the proper method of weighing or measuring, or the place where a thing is to be done, or the time, all of which may have been omitted. If there is a custom to do such things in a certain way, or at a certain place, or time, then that custom will be read into the contract.

5.—Sometimes a custom of the trade actually adds provisions to the contract which were not in it originally. In some cases, for instance, sales contracts have been interpreted to mean that the sales were to be made by sample. The agreement said nothing about that, but it was a custom of the trade to sell such goods by sample.

So in many other cases a custom of the trade is invoked to round out or make clear a contract, and for that reason it often becomes a part of it. But a custom of the trade can never contradict a contract, however, and that is why I don't think there is anything in the defense offered by this correspondent's customer. All the cases agree that where a contract is clear, unequivocal and complete, a party to it cannot be heard to say that there is a custom of the trade which made it no contract at all.

That is precisely the position which the defendant in the correspondent's case is taking. "It is true that I gave a definite, positive order for goods, but there is a custom of the trade that allows me to set it aside at will." In other words, to make it no contract.

Not a case on record will sustain such an argument as that. It may perhaps be sustained, however, under another principle of law, i. e., that is of estoppel or waiver. I will explain that for the purpose of giving general information, and the correspondent can apply it to his own case.

A jobber may have so dealt with his customer as to justify the latter in cancelling his orders. For instance, if a jobber has accepted cancellation after cancellation, allowing the customer time and again to revoke his orders at will, then he has established what

the law calls a "course of dealing," which will enable the customer to put up the defense which has been put up in this Ohio case only in a different way. If a jobber after going along in this loose way for a time suddenly and without warning tried to enforce an order, he would probably fail for the court would say "you led your customer to believe, by an established course of dealing, that you would allow him to cancel if he wished to." Thus a seller can put himself, by loose dealing, in a position where he actually cannot enforce a contract or order against the customer's will. It is not at all, however, on account of any custom of the trade but purely because of previous dealings between those particular parties.

The only way of escape for the jobber in such a case is for him to first notify the customer whose cancellations he has been accepting that henceforth he will decline to accept orders subject to cancellation. After that he can hold customers to their orders and there will be no defense.

(Copyright, October, 1914, by Elton J. Buckley.)

NOTE.—Requests for information this department should tersely set in full all the facts bearing on the case and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office later than Tuesday of each week to insure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. Inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

The Pottstown association has added 44 new members to membership roll since the Philadelphia convention.

The Johnstown association held a big meeting on October 1st at Sanner's restaurant, where luncheon was served. Covers were laid for 125 and every seat was filled. This is a new organization but a very active one and numbers many members. The association is active on credit ratings and collections, but conserves the interests of the merchants at every point. Since its organization it has been successful in arrang-

with the wholesale meat dealers not to sell any goods at retail and is now arranging to stop retailing by wholesale grocers and produce dealers. District Attorney Greer, Organizer Smedley and Professor Bender delivered addresses. C. L. Ferguson and Secretary McGarry also spoke. Secretary McGarry reported on file the credit ratings of 13,831 customers. An average of 17 credit formations are given daily and they have on file 314 claims for collection. The meeting passed strong resolutions for the repeal of the mercantile tax law and for the passage of the garnishee law. The Pennsylvania Plan was strongly endorsed.

During the past week Mr. Smedley spoke at Pottstown, Frankford and Pittston.

Mr. Smedley has been invited to address the merchants of Lancaster early in November.

Prominent merchants of York are interested in the organization of a merchants' association to take care of mercantile matters exclusively. The old association was merged into the Chamber of Commerce some time ago. This body takes care of civic matters only. Mr. Smedley has promised to assist when called upon.

Next week Mr. Smedley will speak at Easton October 12th, Pen Argyl October 13th, Allentown October 14th, Coatesville October 15th.

W. A. Kessler, a prominent member of the association at Homestead, has been appointed Postmaster. He is busy receiving the congratulations of his many friends.

The Chambersburg association has been inactive for some time, but at a recent meeting it was decided to go ahead at full steam, and the organizer has been requested to help.

I. G. Baird has been elected secretary of the Waynesboro association. An effort is being made to make the association a real vital force in the community.

Merchants of Smithfield, Pa., are talking organization.



Don't Waste Time Putting Sugar in Bags

It's a foolish waste of time for a grocer to buy sugar in a barrel, open the barrel, scoop out the sugar, weigh it (giving a little overweight every now and then), fold the bags, tie the bags, pay for the bags and the twine, when he can buy a CONTAINER of FRANKLIN CARTON SUGAR, slit it open in five seconds with a pocketknife, lift out the CARTONS and *sell* them! That's the beauty of FRANKLIN CARTON SUGAR—there's nothing to do but *SELL* it; no work, no bother, no loss of time, no loss from overweight, no expense for bags or twine.

Franklin Carton Sugar Will Please Your Customers

Women appreciate the clean, white purity of FRANKLIN CARTON SUGAR AS SOON AS THEY SEE IT! They *KNOW* it's better sugar than they can buy any other way. They like the CARTON because it doesn't burst, fall over, spill or tear. They like it because they *WANT CLEAN* sugar. Once you start your customers buying FRANKLIN SUGAR in CARTONS, they'll always want to buy it and you'll want to sell it to them. FRANKLIN CARTON SUGAR is the right proposition for both the grocer and his customers.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is *CLEAN* sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Try FRANKLIN CARTON SUGAR this time. It's cleaner and better than the sugar we have to buy in a barrel, and the sanitary CARTON keeps it clean and dry, and won't burst or tear like a bag."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

A personal word to associations. We are glad to help any association needing our services at no expense to the local organization, but ample notice must be given as engagements are made by the Organizer many weeks ahead.

ASSOCIATION NEWS.

Seattle, Wash.

The Seattle (Wash.) Retail Grocers' Association is asking its members to sign the following remarkable pledge:—

We, the undersigned, retail grocers in the city of Seattle, King County, Wash., do hereby severally agree, each with the other, that we will not become members of, or subscribers to, any firm, corporation or individual using, selling or distributing certificates providing for the giving of rebates, commissions or discounts of any kind.

Greek Currant and Fig Crop Prospect.

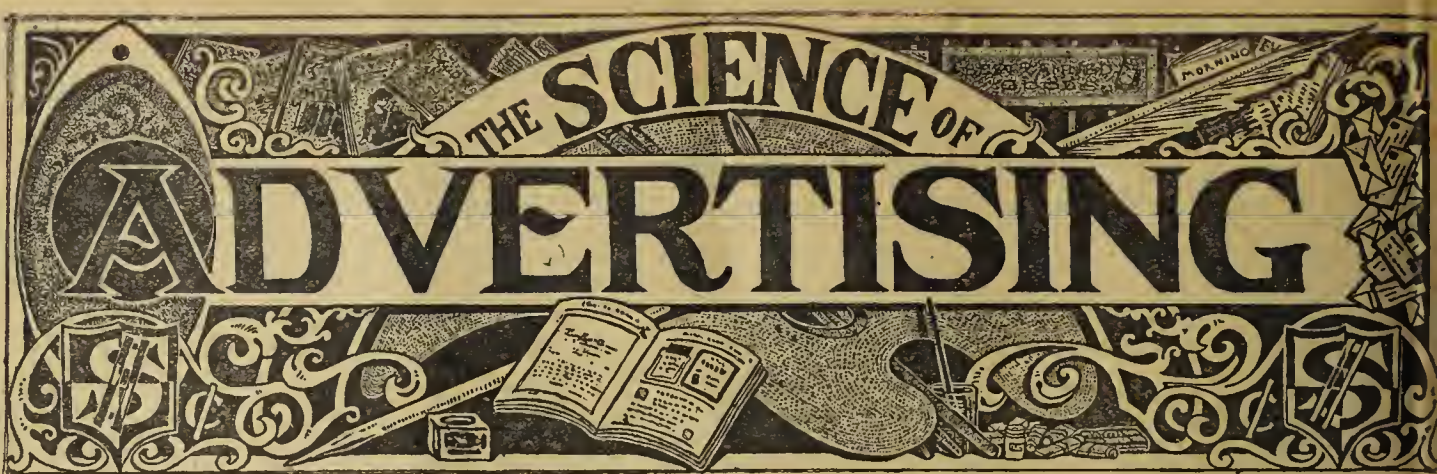
Until August 22d indications were that the Greek currant crop for this year, ending September 1st, would be about 10 per cent. larger than that of last year and of a fair quality. Owing to the European war, many sailings from Greece have been canceled and most of the principal foreign markets have been closed, so there is no demand for currants, which has caused a panic among producers. The Greek Government has already taken some measures to encourage and protect the producers, as well as the exporters of currants. The most important are the following:—

(1). The Government will issue war insurance policies (not including usual marine insurance) by an extra retention of 15 per cent. to cover the risk. Thus the existing retention of 35 per cent. will be increased to 50 per cent. The profits that may be realized by the Government at the end of the crisis from this extra retention of 15 per cent. will be returned to the producers or used for their benefit in some indirect way.

(2) The producer can draw 45 drachmas from the National Bank of Greece on account of the value of every 1,000 Venetian pounds that he would deposit with the Privileged Society in order to use said sum of 45 drachmas for his immediate needs.

(3) The National Bank of Greece will cash the bills of lading by paying 80 per cent. on their face value, the balance of 20 per cent. to be paid later.

The exporters, though, are not very optimistic as to the results of the protective measures of the Government, chiefly because they cannot draw the entire value of the bill of lading. The result is that neither demands nor offers for currants have yet been noticeable in the Kalamata market. Conditions for figs are worse than those for currants, as the principal fig importing markets of Austria and Russia are closed on account of the war. At present no other market is open for figs except that of the United States.



Plainfield, N. J., Sept. 15, 1914.
Editor Science of Advertising.

Dear Sir:—As per your request I beg to enclose you herewith two circulars that I have used recently, one for Bound Brook and the other for Plainfield that I had on Dollar Day, which was a great success.

With best wishes, I remain,
Yours truly,
SOLOMON MANN.

I am reproducing the circular which this correspondent refers to—the Dollar Day Special circular. It was 10 x 11, which was nearly square—an unusual shape, but a very good one. You can arrange a circular of that shape very well, and it makes a good appearance. Here is the reproduction, much reduced:—

now appears at the very bottom of the sheet, beginning "Please note." That in my judgment properly belongs in an introduction. The name and address should have gone at the bottom. If there was any special reason for getting the name in the top, I should have worked it in the head, something like this: "Sol. Mann's Big Dollar Day Specials." The heading to a circular like this ought to have consisted of a big black sentence that would have struck the reader between the eyes and conveyed its meaning at a single glance. You can easily see by looking at this head that you have to practically read it through before you get it. "Eight Big Specials for Dollar Day" could have been read by anybody in a flash.

all the articles quoted. In No. 8, for instance, she might want the tea and the lard and the jars, but have no use for the condensed milk, and so on. My experience is that this is an objectionable combination advertising which largely destroys its effectiveness—unless you can make the combinations elastic and allow the buyer to make her own combinations from among the different groups. Usually this can be done, and I have found that it always pays to do it if in any way possible.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request.

I HAVE PREPARED A LIST OF Specials for the Big \$ Day, Sept. 2nd

Now it is up to you to judge where your \$ can buy the most. Let your \$ work on above date with big interest at

S. MANN'S, The Big Corner Grocery

921-923 West Third Street

Tel. 1996

Combination, No. 1

| | |
|---|-----|
| 1 dozen E-Z Seal Lightning Jars, (Quarts), for..... | 75c |
| 3 dozen Best Lightning Jar Rubbers, for..... | 25c |
| 1 large cake of Parawax for..... | 10c |
| 1 1/4-lb. box of Pure Mustard for..... | 10c |
| 1 10c box of 2-in-1 Shoe Polish for..... | 10c |

ALL FOR \$..... Value..\$1.30

Combination, No. 3

| | |
|--|-----|
| 1 good No. 6 Parlor Broom for..... | 35c |
| 1/4-lb. of our Best Mixed Tea..... | 15c |
| 5 lbs. of Granulated Sugar for..... | 38c |
| 1/2-lb Pure Silver Leaf Lard for..... | 7c |
| 1 dozen Ball Mason Jars (Pints) for..... | 45c |

ALL FOR \$..... Value..\$1.40

Combination, No. 5

| | |
|--|-----|
| 1 large bottle Imported Olive Oil for..... | 40c |
| 1 large bottle Stuffed Olives for..... | 25c |
| 1 large jar of Best Peanut Butter for..... | 25c |
| 1 pint bottle of Best Grape Juice for..... | 25c |
| 1 bottle of Pure Vanilla Extract for..... | 25c |

ALL FOR \$..... Value..\$1.40

Combination, No. 7

| | |
|---|-----|
| 1/2-lb. of Our Best India Ceylon Tea for..... | 30c |
| 2 bottles of Good Vanilla for..... | 20c |
| 5 lbs. of Granulated Sugar for..... | 38c |
| 2 bottles of White Shoe Polish for..... | 20c |
| 1 lb. of Our Best Butter for..... | 35c |

ALL FOR \$..... Value..\$1.43

Combination, No. 2

| | |
|--|-----|
| 1 dozen Ball Mason Jars (Quarts), for..... | 80c |
| 1 dozen White Crown Vacuum Mason Jar Caps..... | 20c |
| 3 dozen of our Best Mason Jar Rubbers for..... | 25c |
| 1 large cake of Parawax for..... | 10c |
| 1 package of Pure Pickling Spices for..... | 10c |
| 3 lbs. Granulated Sugar for..... | 24c |

ALL FOR \$..... Value..\$1.39

Combination, No. 4

| | |
|---|-----|
| 3 10c packages of Best Macaroni for..... | 28c |
| 1 lb. Finest N. Y. State Full Cream Cheese for..... | 22c |
| 1 lb. of Our Best David Brand Coffee for..... | 35c |
| 5 lbs. of Granulated Sugar for..... | 38c |
| 1 can of Magnolia Brand Condensed Milk for..... | 10c |

ALL FOR \$..... Value..\$1.33

Combination, No. 6

| | |
|---|-----|
| 1 basket of Best Jersey Cooking Potatoes for..... | 49c |
| 4 quarts of Virginia Sweet Potatoes for..... | 20c |
| 4 quarts of Best Red or Yellow Onions for..... | 25c |
| 6 dozen best Clothes Pins for..... | 10c |
| 5 lbs. of Granulated Sugar for..... | 38c |

ALL FOR \$..... Value..\$1.42

Combination, No. 8

| | |
|--|-----|
| 3 cans Gold Cross Evaporated Milk for..... | 25c |
| 1/4-lb. of our Best Mixed Tea..... | 15c |
| 1 lb. of Swift's Compound Lard for..... | 12c |
| 5 lbs. Granulated Sugar for..... | 38c |
| 1 dozen Ball Mason Jars (Quarts) for..... | 80c |

ALL FOR \$..... Value..\$1.40

Extra Special 15 lbs. of Fine Granulated Sugar for \$1.00

Buy as Many \$ Worth as You Want

PLEASE NOTE—Every article on this list is guaranteed to be A No. 1 or your money will be cheerfully refunded. We will give no Stamps with above specials. NONE CHARGED. We reserve the right to limit quantities. We will use our best efforts to deliver all our orders on the same day, and what we can't deliver will be delivered the next day. To avoid mistakes, please order by number. Telephone and mail orders will be promptly attended to. Please remember the above specials are good for the \$ day only. Come early and avoid the rush.

I don't like this heading. I should have changed the matter on this circular about quite a bit. I should have used a heading something like "Eight Big Specials for Dollar Day," to be followed by a part of the matter which

The combination idea of advertising is good, but it has its limitations, unless Mr. Mann is more liberal than is usually the case. I mean that a housewife might not find among these combinations a single one in which she wanted

and to the suggesting of original advertisements when data is supplied. communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:— 5½ cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 f. o. b. Waynesboro. Everything good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:— Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, especially prepared for cleaning and polishing brass, copper, etc. Retail for 5 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 15.

We offer the following: One American Icing Machine, with adjustable knife sharpener, which is doing good work and is in good condition; cost \$110 new; will sell for \$50.

Also one Perfection Scale, size 2, with glass scoop, made by American Machine Co., Philadelphia. Will sell for \$5.

Also one even balance scale, with white porcelain round top, worth \$10; will sell for \$5.

MILES W. BLISS,
Tunkhannock, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:— Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5

Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Also a National cash register, throws a receipt, individual clerk keys, for \$50. Both in good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are D S A quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY CO.

Offer No. 35.

Kindly advertise the following articles, of which I have an over-supply: 1 gross No. 10 X-Ray Stove Polish, at \$4 per gross.

2 gross No. 5 X-Ray Stove Polish, at \$2 per gross.

Several thousand paper bags in ¼ and ½-pounds, at 15 cents per 1,000.

Several thousand paper bags in 1-pound, at 35 cents per 1,000.

B. B. CROMPTON,
Northampton and Washington Sts.,
Wilkes-Barre, Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere

Safety Matches

Non-Poisonous

Price for 5 cases less than and over 5 cases per case per case

| | | |
|--|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

Ask Your Baker Friend

what yeast he uses. He'll probably answer

Fleischmann's Yeast

The baker knows; and the fact that he uses Fleischmann's is your cue to sell the same kind of yeast to your customers.

THE FLEISCHMANN CO.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—One used paper baler, small size, iron. State price, etc. Address Herbert W. Owen, Toughkenamon, Pa. 16

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Store, established 25 years, doing \$35,000 or more a year. Will sell for \$3,500. Carries \$3,500 worth of stock. Address G. H. Hullfish, New Brunswick, N. J. 20

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be

bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—A retail tea and coffee store, equipped with A. J. Deer roaster and grinder. A fine opening for the right party. Address H. Ohse, Orlando, Fla. 16

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

TO RENT.—Two new stores in Hudson Falls. Splendid opening for stationery, bakery or 5 and 10-cent store. Write for particulars. H. E. Swan, Hudson Falls, N. Y. 18

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property con-

tains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FIXTURES

WANTED.—Ribbon show case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks each on pivoted rod, to hold 100 pieces. Address A. T. Jenkins, St. Clair, Pa. 16

FOR SALE.—Pair Angldile computing scales, good as new; no use for same; price \$50. Address LaRue & Pyatt, N. E. Cor. Union and Buttonwood Sts., Lambertville, N. J. 18

MISCELLANEOUS.

FOR SALE.—Choice varieties of fall and winter apples, \$1.75 per barrel, in three to five-barrel lots. Barrels well filled. F. o. b. cars here. Cash or A No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 20

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

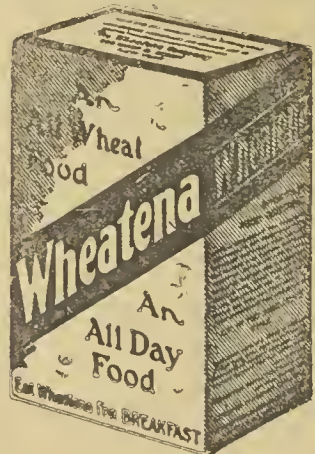
More Customers

¶ If your store is well-lighted, it looks bright, cheerful and inviting. Such a store draws customers.

¶ Mazda Lamps, with the proper reflectors, will give you the most economical and efficient light.

¶ We will be glad to show you how you can get more and better illumination for the money you are now spending for your lights, or we can cut down the cost of your present lighting. Ask us.

The Philadelphia Electric Co.
Tenth and Chestnut Sts.

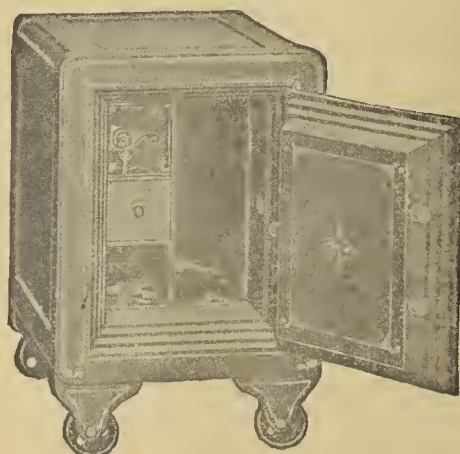


Now is the Time!

¶ The Fall is a good time to stock up new lines—people are more open to suggestion than they have been all summer.
¶ What about Wheatena, if you don't handle it now? We promise you a steadily increasing demand, with old customers repeating every day. We promise that you will have less trouble selling Wheatena than to sell any other cereal you ever handled.
¶ In this we are banking on the experience of other grocers, but there are so many we consider it safe.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

Get This Safe—You're Going to Make More Money



¶ Prosperity is on its way, and you'll need our Gibraltar Safe No. 125. At our price of \$27.50 it is unmatchedable value. Weighs 750 pounds; inside, 18 x 14 x 12 1/2; outside, 32 x 22 1/4 x 22 1/2—ample for any ordinary business and fire-proof. Your name lettered on free.

¶ If you can buy a safe as good as this for the same money, you have our permission to buy it, and nobody will congratulate you any more heartily than we will.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.

Everybody Knows Them



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

KNIGHT
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

Published every
Monday.

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State of the Union
and Canada.

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New Cure Proposed for Troubles Over Sale of Cold Storage Food

Uniform Cold Storage Food Law, to Be Adopted by All the States, Will Be Adopted by Convention of Uniform State Law Commissioners and Then Introduced Into the Different States.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 15, 1914.

In order to remedy the widespread dissatisfaction which is expressed everywhere because of the wide differences between the laws of the various States regarding cold storage food products, a uniform cold storage bill will be offered to the convention of the National Commissioners of Uniform State Laws, which is now in session here. It is believed that in some form the bill will be adopted by the convention, whereupon the members thereof will endeavor to have it introduced into the different State Legislatures and passed. If they can accomplish that, they will solve most of the problems which have risen out of the cold storing of food and its sale.

The bill is considered of sufficient importance to reproduce in full:—

Section 1. For the purposes of this act, "cold storage" shall mean the storage of articles of food at or below a temperature of 45 degrees Fahrenheit in a cold storage warehouse: "Cold Storage Warehouse" shall mean a place artificially cooled to be below a temperature above zero or 45 degrees Fahrenheit, in which articles of food intended for sale are placed and held: "article of food" shall mean fresh meat and fresh meat products, fresh food fish, game, poultry, eggs and butter.

Sec. 2. No person, firm or corporation shall maintain or operate a cold storage warehouse without a license so to do issued by the State Food Commissioner. Any person, firm or corporation desiring such a license shall make written application to the State Food Commissioner for that purpose, stating the location of the warehouse. The State Food Commissioner thereupon shall cause an examination to be made of the sanitary and other conditions of said warehouse, and, if found by him to be in a proper sanitary condition and otherwise properly equipped for its intended use, he shall issue a license authorizing the applicant to operate the same as a cold storage warehouse during one year. The license shall be issued upon payment by the applicant of a license fee of _____ to the treasurer of the State.

Sec. 3. In case any cold storage warehouse, or any part thereof, shall at any time be deemed by the State

Food Commissioner to be in an unsanitary condition, he shall notify the licensee of such condition, and upon the failure of the licensee to put such cold storage warehouse in a sanitary condition within a time to be designated by the State Food Commissioner, he shall revoke such license.

Sec. 4. Every such licensee shall keep accurate records of the articles of food received in and of the articles of food withdrawn from his cold storage warehouse, and the State Food Commissioner shall have free access to such records at any time. Every such licensee shall submit a monthly report to the State Food Commissioner, setting forth in itemized particulars the quantities and kinds of articles of food remaining in his cold storage warehouse. Such monthly reports shall be filed on or before the 5th of each month, and the reports so rendered shall show the conditions existing on the last day of the preceding month reported and a summary of such reports shall be prepared by the State Food Commissioner and shall be open to public inspection on or before the tenth day of each month.

Sec. 5. The State Food Commissioner shall inspect and supervise all cold storage warehouses and make such inspection of articles of food therein as he may deem necessary to secure the proper enforcement of this act, and he shall have access to all cold storage warehouses at all reasonable times. The State Food Commissioner may appoint such persons as he deems qualified to make any inspection under this act.

Sec. 6. No article of food intended for human consumption shall be placed, received or knowingly kept in any cold storage if diseased, tainted, otherwise unfit for human consumption, or in such condition that it will not keep in a wholesome condition for human consumption. No article of food, if intended for sale for use other than for human consumption, shall be placed, received or kept in any cold storage warehouse unless previously marked, in accordance with forms to be prescribed by the State Food Commissioner, in such a way as to indicate plainly the fact that such article of food is not to be sold or used for human food.

Sec. 7. No person, firm or corporation shall place or store in any cold storage warehouse in this State articles of food unless the same shall be plainly marked, stamped or tagged, either upon the container in which they are packed, or upon the article of food itself, with the date when placed therein; and no person, firm or corporation shall remove such article of food from any cold storage warehouse unless the same shall be plainly marked, stamped or tagged, either on the container in which it is enclosed or upon the article of food itself, with the date of such removal. All articles of food in any cold storage warehouse at the time this act goes into effect shall, before being removed therefrom, be plainly marked, stamped or

tagged with the date when this act goes into effect and the date of removal therefrom.

Sec. 8. No person, firm or corporation shall hereafter keep or permit to remain in any cold storage warehouse any article of food which has been held in cold storage, either within or without the State, for a longer aggregate period than twelve months, except with the consent of the State Food Commissioner, as hereafter provided. The State Food Commissioner shall, upon application during the twelve month, extend the period of storage beyond twelve months for any particular article of food, provided the same is found upon examination to be in proper condition for further cold storage. The length of time for which such further storage is allowed shall be specified in the order granting the permission. A report on each case in which such extension of storage may be permitted, including information relating to the reason for the action of the State Food Commissioner, the kinds and amounts of the articles of food for which the storage period was extended, and the length of time for which this continuance was granted, shall be filed, open to public inspection in the office of the State Food Commissioner, and shall be included in his annual report. Such extension shall be not more than 60 days; a second extension of not more than 60 days may be granted upon a re-examination, but the entire extended period shall not be more than 120 days in all.

Sec. 9. It shall be unlawful to sell, or to offer for sale, any article of food which has been held in cold storage either within or without the State for a period of 30 days or over, without notifying persons pur-

chasing or intending to purchase the same, that it has been so held by the display of a placard plainly and conspicuously marked "Cold Storage Goods" on the bulk mass or articles of food; and it shall be unlawful to represent or advertise as fresh any article of food which has been held in cold storage for a period of 30 days or over.

Sec. 10. It shall be unlawful to return to any cold storage warehouse any article of food which has been once released from storage and placed on the market for sale to consumers. It shall be unlawful to transfer any article of food from one cold storage warehouse to another if such transfer is made for the purpose of avoiding any provision of this act, and such transfer shall be unlawful unless all prior stampings, markings and taggings upon such article shall remain thereon.

Sec. 11. The State Food Commissioner may make all necessary rules and regulations to carry into effect this act. Such rules and regulations shall be filed in the Commissioner's office and shall be published in such newspapers as publish the laws of the State, and shall not take effect until 30 days after such filing and publication.

Sec. 12. Any person, firm or corporation violating any provision of this act shall upon conviction be punished for the first offense by a fine not exceeding \$_____, and for the second or any subsequent offense by a fine not exceeding \$_____, or by imprisonment of not more than six months, or by both such fine and imprisonment.

Sec. 13. All acts or parts of acts conflicting with this act are hereby repealed.

HOLT.

Scheme to Tax Mail Order Houses One Per Cent. on Their Business.

Latest Plan to Cripple the Big Concerns is Introduced in Congress. To Be Distributed Among the States.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 16, 1914.

A bill has been introduced in the House by one of the Southern members which I am told is expected to destroy the nefarious mail-order scheme root and branch. It taxes all concerns who are doing an interstate mail-order business 1 per cent. upon their total cash business. The text of the important sections of the bill is as follows:—

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all persons, firms or corporations in the United States which are now conducting or which may hereafter conduct, a mail order business interstate for the purpose of selling goods, wares and merchandise direct to the consumer shall pay a tax of 1 per centum upon the total cash value of all goods, ware and merchandise sold within any State.

Sec. 2. That every person, firm or corporation conducting a mail

order business as defined in Section 1 of this act shall keep in proper books, to be provided by the Secretary of the Treasury of the United States, an accurate and complete account of all goods, wares and merchandise of every character and description so sold, together with the actual selling price of the same.

Sec. 3. That on the 31st day of December, after the passage of this act, and on the 31st day of December of each year thereafter, every person, firm or corporation engaged in such business shall render a full and complete statement to the Secretary of the Treasury, upon blanks to be furnished by him, of the total cash value of all goods, wares and merchandise sold during the year in the various States of the United States.

Sec. 4. That the Secretary of the Treasury shall determine the amount of the tax to be paid by each person, firm or corporation (at the rate of 1 per centum upon the total cash value of all goods, wares and merchandise sold within any State) engaged in such mail order business, and shall give notice of the amount of said tax due and payable, pursuant to the terms of this act in such manner as in his judgment is most practicable.

Another section provides that the tax so collected shall be distributed among the different States, in proportion to the amount of business done in each.

Nobody seems to be paying much attention to the bill.

HOLT.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 5

A good thing for every retail grocer to say to himself, when he buys goods, is this: "I have got to *resell* these goods to get my money back. I can't send them back—nobody can be fairly asked to take them off my hands. Let me be very sure then that I am buying only what I can reasonably expect to take care of."

Sometimes a specialty salesman sells a retailer—to be shipped through a jobber—goods which don't move as quickly as they expected. Retailers occasionally argue that the jobber through whom they were shipped should take them back. This doesn't seem quite fair—the manufacturer won't take them back from the jobber, and since the jobber only ordered to take care of the retailer's order, it doesn't seem quite fair to penalize him for the retailer's mistake.

Think this over, and remember the golden rule.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

Drake & Co., Easton, Pa.

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

Written for the "Modern Merchant and Grocery World."

The Dealer's Right to Advance With the Market, and Something About Business Righteousness

California Contributor Thinks That If a Retailer Is in Business to Efficiently Serve His Customers He Should Not Unduly Advance Prices to Them.

Under normal conditions competition regulates prices. And when competition fails to regulate prices then the government should regulate them as it does in the case of railroad and express companies. But under recent abnormal conditions the grocer was confronted with the question of not how much can I get, but how much shall I take? If the editor had been the highest authority in the world on business ethics he would have settled the question by his absolute decision, "take no more than you would under normal market conditions." Philosophers have argued over such questions as this for two thousand years and they still remain unsettled.

Is it right to profit by secret information of market conditions? Is it right to lie to save life? Is it right to practice coyness in courtship (that is for a woman to pretend she does not love when she does)? Is it right to give your customer an education on prices and merchandise that may lead him to buy from your competitor?

These questions have been ably defended on both sides by theologues and philosophers. And if the editor can render any absolute decisions or throw any new light upon them I think he will stand a good chance of being called to a chair of business ethics in one of our universities.

After reading about half a dozen authorities on ethics I can only offer one or two illustrations. If I am freezing I would be justified in lighting a fire with dollar bills if I had nothing else. This may happen once in a life time. If the flour market was like the egg market in March and I had no other way to recoup myself from a possible decline, then self-protection would compel me to advance the price. If a grocer is in business for speculation, when he ought to be on the board of trade, then he is justified in advancing his prices on every opportunity. But if he is in business to efficiently serve his customers with the necessities of life and to see that he gets a reasonable and living compensation for doing so, then he should not advance prices to an abnormal profit simply because he can do so.

Justice would allow us to take all the customer will pay and to leave much to the knowledge of the customer. But we should get beyond strict justice and aspire to liberality and sublimity in business conduct. Liberality and sublimity of conduct would require us to take no more from the customer than we

would be willing to pay provided we were the customer and to give the customer that business education that will enable him to purchase to advantage, though he may go to a competitor to do so. No would the liberal and sublime idea allow us to discharge a clerk unless if we were in his place we would be willing to resign.

As the customer becomes better educated in regard to business expenses we will let him know our profits, as is now often done in country stores. I would not advertise a business under the name of the golden rule or promise the public to conduct it as the Master would do. It savors of an ostentation contrary to the spirit of real religion. Once we get the Christian spirit into our hearts we will, according to the beatitude, be successful mourners of our deficiencies and delinquencies of character and conduct that many times we will feel like asking to have our names stricken from the church register rather than advertising our piety to the public.

J. E. WITHERSPOON.

Sacramento, Cal.,

October 7, 1914.

51—You should push nationally advertised goods to the front because selling them is an endless chain that brings profit climbing into your store hand over hand.

¶ All good products get mouth-to-mouth advertising, but nationally advertised products get the most of all. A woman will see something advertised in her favorite magazine. Thousands of times, even before she has tried it, she will mention it to her friends when the subject comes up, "I saw so-and-so advertised in *McClure's Magazine* this month. It looks real good; I'm going to try it."

¶ Two sales instead of one may come from that, and so it goes, not counting at all the mouth-to-mouth advertising that always follows an actual sale of a nationally advertised product, to a woman who finds it suits her better than anything else.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knox Company, "Knox's Gelatine"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"

American Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Towle Maple Products Co., "Towle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steero Cubes"
Farwell & Rhines, "Criss Cross Cereals"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Soule Company, "None Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

The New York Letter

Mayor's Food Committee Tells Public How to Buy Vegetables. Business Men Discuss Using War as a Means to Increase Our Business. Canned Lobster in Record Condition. Apple Day Next Tuesday. Municipal Markets Appear Successful.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Oct. 16, 1914.

The latest suggestion of the Mayor's Food Supply Committee to the general public tells them how to buy vegetables. The substance of the circular is as follows:—

In buying vegetables select them yourself and see that they are fresh. This is all-important. There are tricks in all trades, including the vegetable trade.

You will find you will get more potatoes if you will buy them by weight and not by measure.

Never buy sprouting potatoes. Serious illness has been known to follow their use.

In buying potatoes ask your dealer to cut one in half. Take the two halves and put them together; if they are juicy enough to stick together you have a good potato.

In buying cabbage, be sure you get a hard, heavy head, with crisp white leaves and with the stalk cut close to the head. Many a large head of cabbage looks heavy, but

in taking it in your hand you will find it is very light. A light-weight head of cabbage should only be bought at a reduced price.

In buying beets choose those with dirty roots and fresh, green leaves. This shows they have not been soaked to freshen them.

In buying winter squash choose one that has no soft spots. Choose a medium size one; the larger ones are very seedy.

In buying cauliflower choose a firm, white head with green leaves.

In buying onions be sure they are firm and hard.

In buying celery choose a bunch with white crisp leaves. Use the outside pieces for soup and the inside pieces for the table.

At the luncheon of the members' council of the Merchants' Association of New York, held on Tuesday last, the subject of several speeches was the increase in the trade for American goods which might come from the war. It was the consensus of opinion that foreign markets are not to

be won in a day, nor by sporadic activity. The first requisite for success is a thorough and complete understanding of the conditions and needs which must be met and the difficulties to be overcome. Our National banks, under the Federal reserve act, have started and must extend further the work of supplying adequate American banking facilities to finance our trade with Latin-America, and the American dollar must be made the basis of our international exchange in those markets, and New York must be made more and more the money market for South America. Reciprocal trade with Latin-American countries, by buying and exchanging their products for our American dollars and merchandise, will afford a new and permanent basis for remarkable expansion of our commerce with those peoples. Many prominent men, some of them representatives of the United States Government, were present.

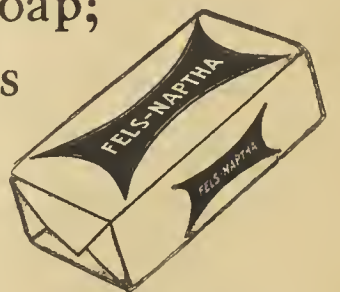
According to information which reached here during the week, canned lobsters have been selling

in Canada this season at the highest price ever known. The supply of the fresh article has been diminishing for years, but the demand for the product has increased. The cost of production is greater, for as it becomes more of a luxury the items included in the operation have necessarily called for all improvements in the quality and style of the accessories and packing. While there are about seven hundred factories in operation uniform improvement is hardly possible, but the average shows an improvement in this respect.

Some preparations, although not very extensive, are being made for National Apple Day, which is to be held next Tuesday, October 20th. Mr. J. H. Steinhardt, who is chairman of the Publicity Committee of the International Apple Shippers' Association and other organizations which are working with it, believes that the work he has done will result in a general push being given to apples next Tuesday. This is the second year of "National Apple Day." It was also

Nearly every

one of your women customers knows all about **Fels-Naptha** soap; the more they *know* it the more they *like* it. **Fels-Naptha** is a soap of popularity. And it is dependable because it does all that is claimed for it.



I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to over-run his account. Save time, labor, losses, book-keeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

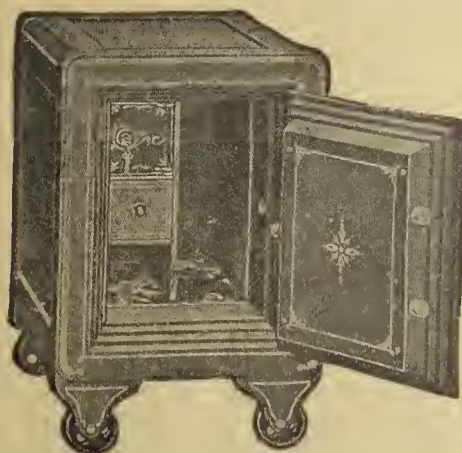
WE HAVE SOLD MILLIONS OF THEM!

Let us send you Free Samples and Literature.

J. P. FORBES, Forbes Building, Coshocton, Ohio



Get a New Safe for the Big Fall Trade



Everybody agrees that there will be big business this Fall—have you got a good safe? Only \$27.50 will buy this. **Gibraltar Safe No. 125**—our special, the best safe for the money in the United States.

Outside: 32 inches high by 22½ inches wide by 22½ inches deep. Inside: 18 inches high by 14 inches wide by 12½ inches deep. Weight: 750 pounds. Your name lettered on free.

Made by the same people who make Howe Scale.

HOWE SCALE CO.
508 Market Street, Philadelphia, Pa.

celebrated a year ago, but did not amount to much. This year's crop of apples is the largest in the history of the country and will amount to about 70,000,000 barrels. The situation is made more critical by the interference which the war has made with the foreign demand.

There is reason for the statement that in spite of the opposition of the retail trade the four public markets which have been in operation for six weeks, under the supervision of the Municipal Government, have been successful. It is said that at three markets on a busy Saturday there are about 75,000 buyers, many of whom come to the markets in their automobiles. Some letters have been given the Borough President from the consumers, who claim that they have saved considerable money by patronizing these markets. One letter, which the Borough President gives out, came from a woman who claimed that she had cut down her living expenses over 57 per cent. and she cites a sample supper consisting of fish, potatoes, peas, apple sauce, romaine salad and grapes, which she said she bought at the market for 45 cents, which would have cost her double had she gone to the regular store.

SUMMARIZED MARKET CONDITIONS.

Tea quiet, but fairly steady; spot stocks small and holders fairly confident.—Coffee weak and depressed. Not much business being done.—Refined sugar off one-quarter cent. Market now 6 to 6.25 for granulated.—Canned tomatoes weak and declined. Standard goods offered as low as 65 cents f. o. b. in large lots; offerings of No. 2 at 45 cents in the same way. Other canned goods unchanged.—Currants weak; demand light. Other dried fruits unchanged, with prices easy rather than firm.—Wheat easier on account of lack of confidence in the market and in spite of heavy export business.—Flour in small demand at about unchanged prices.

ASSOCIATION NEWS.

Kansas.

At the recent convention of the Kansas State Retail Grocers Asso-

DEALERS' NOTICE:

Wm Wrigley & Co.

announces a

New Trade-Gripper

FULL OF PEP!

Delicious double-strength Peppermint chewing gum with the added attraction of a

United PROFIT-SHARING Coupon

in each 5c package.

It is being extensively advertised throughout the country:



Double wrapped and sealed. And every box has a 5-coupon certificate free to you!

Get in on this "Peppy" Campaign!



is a strong seller, too, and now has United Profit-Sharing Coupons. *Keep up your profits* on the "Wrigley Twin Mints," the biggest nickel's worth of pleasure and profit possible to buy!

Order from your Jobber to-day

TELL CUSTOMERS

"The Wrigley chewing gums are a big 5 cents' worth. United Profit-Sharing Coupons with them now—good toward valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



adoption the following resolution condemning the hostile attitude of the National Retail Grocers' Association toward prohibition was adopted:—

Be it Resolved, by the Kansas Retailers' Association, assembled at Salina, Kan., First, that we are not in accord with the action of the National Association of Retail Grocers in adopting a resolution against the nation-wide prohibition bill now before the Congress of this country; that we, the members of the Kansas Retailers' Association heartily indorse the said bill, both from a moral and financial standpoint, as being in harmony with the laws of our State and the moral awakening of the nation.

Second, that realizing the fact that the European war has produced a crisis in our National financial affairs owing to the decrease of the tariff receipts from importations, we indorse the proposed special tax on beer, whisky and other beverages and luxuries, chewing gum, patent medicines, etc., but protest against any such tax on coffee, tea, gasoline and similar staple necessities.

St. Louis, Mo.

The St. Louis (Mo.) Retail Grocers' Association has gone on record as not in sympathy with woman's suffrage. The subject came up through a request from the Equal Suffrage League for an opportunity to appear before the members to outline the purpose of the organization so that the members might understand what woman's suffrage is.

J. D. Lukenbill favored an invitation to the league and wanted the session made an open affair so that the wives of the grocers could attend. He said further that he was interested in finding out what the claims of the women were for equal suffrage rights.

Lukenbill, however, was alone in this invitation, as all of the other members felt that an invitation would mean an endorsement of the aims of the league, particularly as one of their objects is prohibition. The question was disposed of by tabling the motion.

The Brenard Manufacturing Co's Piano Scheme.

Tunkhannock, Pa., October 10, 1914.
To the Editor.

Dear Sir:—Can you give me any information in regard to the Brenard Mfg. Co., of Iowa City, Iowa, or as to the results of their scheme to increase business? Saw their advertisement in the "Merchants' Trade Journal" and have taken up the proposition with them, but have not yet decided to sign up for the plan. Any information you can give me will be appreciated.

Yours truly, MILES W. BLISS.

Several months ago the "Modern Merchant and Grocery World" devoted considerable space to the Brenard Mfg. Co. and its piano scheme of "increasing" business. The scheme was turned thoroughly inside out and subscribers were advised not to patronize it.



STOLLWERCK

Gold Brand Cocoa

Pleases Your Customers and Increases Your Cocoa Business

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and the *Dutch process produces cocoa* of the finest flavor and easiest to digest.

Think of those two points! First, its *flavor* will *please* your customers; second, Stollwerck's will *not disagree* with them—they can drink as much as they wish.

Not only will STOLLWERCK'S GOLD BRAND COCOA sell readily because of our extensive advertising, and *keep selling* because of its fine flavor and quality, but it will also help you sell STOLLWERCK'S MILK CHOCOLATE, and STOLLWERCK'S PLAIN CHOCOLATE, and STOLLWERCK'S GOLD BRAND COOKING CHOCOLATE—all high-grade, profitable, customer-pleasing goods. It will pay you to push the sale of our entire line—pay you in increased sales and profits and pleased customers.

Write us for FREE cutout of can of GOLD BRAND COCOA.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA won't disagree with you because it's made by the original Dutch process which brings out the flavor and makes cocoa perfectly digestible."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The fight in Kansas over the pure shoe law is done. The court has

Good.

held the law constitutional, and we assume this ends it. No valid reason was urged against the law; no valid reason can never be urged against a law that merely aims to inform consumers fully as to what they are buying. The Kansas pure shoe law provides that when any substitute for leather is put into a shoe, that fact must be disclosed on the label. All sorts of cheap substitutes for leather are put into shoes, notably paper, fibre board and other things, most of which are used to cut down the cost of the shoe and not improve it. Shoe men say it is almost unbelievable what a good looking shoe can be produced at ridiculously small cost. Of course it is all looks—a few days' wear and the poor fake is all to pieces.

The Kansas shoe men opposed the law because they said that a shoe with leather substitutes in it, up to a certain point, was just as good as an all leather shoe. But using the answer that was given when the same argument was used in connection with food laws, it is up to the buyer of the shoe to say that. It is just possible that a consumer might prefer an all leather shoe. Certainly it is not up to the manufacturer to tell him what he would rather have. Precisely the same obligation rests upon the shoe manufacturer or any manufacturer to disclose the real character of his product, that rests upon the jelly manufacturer. Every possible argument that applies to one applies to the other.

The Kansas Retail Grocers' Association, in convention a few days ago, very sharply scored the National Retail Grocers' Association for passing its resolution condemning the pending efforts to pass a National prohibition law. It will be remembered that the National Association, to grind somebody's axe, and probably without half understanding what it was doing, passed a resolution condemning the

prohibition idea, and particularly the bill now pending in Congress prohibiting the importation, manufacture and sale of alcoholic liquors within the United States. It was a stupid thing to do, and particularly short-sighted. The wise man looks ahead and trims his sails accordingly. Prohibition is coming. The Kansas association condemns the National association and endorses the prohibition bill "both from a moral and financial standpoint as being in harmony with the laws of our State and the moral awakening of the nation."

It is a shame that the National Retail Grocers' Association, composed of a class of merchants who lose more from rum than any other class, should pull back on this movement. Of course its pulling back will make no difference. It will not retard the coming of the millenium one second, but it looks as if it was hopelessly out of touch with the real needs of the retail grocer.

The war and the tightening money market are causing all sorts of changes in business methods, among them a very interesting

plan which some of the chain stores are using at the present time. Whether they deliberately adopted it for the purpose of enabling themselves to do business more on credit and less on capital, is not known, but that is what it comes to.

All the chain stores sell for cash only, and all discount their bills in ten days. When conditions are normal they will buy by the carload and keep stock ahead all the time.

To-day some of the chain stores are pursuing an entirely different course, and one that must produce a marked effect upon their internal conditions. They are buying enough of some things to last them three days, five days, a week. When the supply is gone, the money to pay for it—at the end of *ten* days—is in hands, for the goods have been sold for cash. Thus they are able to do business almost purely on credit, for the goods which they obtain on credit bring in enough

money to pay for themselves, and moreover bring it in before it is needed even to discount the bill. The difference between the price of the average article in carload lots, and in lots of fifty to one hundred cases, is very slight, especially when the markets are depressed, as they are now.

Credit is really a wonderful convenience. The other day a friend of the writer, who is in the retail jewelry business, showed us some Christmas goods which had just arrived. They were sold on four months' time, so that they will have been resold and the money collected by the time they must be paid for. All on credit.

The merchant who could buy all his goods that way could do business on almost no investment whatever.

A great many business men, particularly large business men, immediately become dissatisfied with business if the large orders fall off. They feel satisfied only when they are selling their customers big lots—lots far in advance of their needs.

One such business man was loudly complaining during the week because he had not been able to sell anybody a carload of anything for a long time. Before he was through he had worried himself into a blue funk. Everybody was pulling in his horns, nobody was buying anything he didn't have to have, and things were going to the dogs generally.

When this man's partner had stood the clamor as long as he could, he led him to the firm's books, from which he demonstrated to the complainant that the last three months of this year showed *eight thousand dollars* more business than the same three months of 1913, and that up to the thirteenth day of the present month, business was \$900 better than the whole month of October, 1913. All in small orders; there was hardly a carload lot on the books for this period. The book-keeping spread over twice as many pages as it formerly spread

over, but the business was there. And most of it was done at a better price than when done in carload lots.

The writer has always contended that the small and steady buying, nobody loading up, nobody speculating, but everybody buying for immediate wants and a very little ahead, was the best kind of business both for buyer and seller. It shows practically the same results at the end of the year, with nobody overloaded and nobody stung and sore.

In another column is reported the latest attack upon the mail-order (houses—a bill introduced in Congress to tax them 1 per cent on their gross business. Every mail-order house must report to the Government the amount of business it does in the various States, and in proportion to these amounts the tax will be distributed among the States.

If the scheme is expected to cripple the mail-order houses, it will fail, for they will hardly feel it. The mail-order houses are making enormous sums of money and they can drop a little 1 per cent. from their profits without knowing it is gone.

If it is a revenue scheme, it will raise some revenue, but what of it? Of course it is a very fair thing to force the mail-order houses to pay their share of taxes in the States where they sell goods, especially if the payment of such tax by the mail-order houses would cause a corresponding *reduction* in the tax the people in the State would pay, but we would never expect that. The tax that the mail-order houses paid would simply go into the general maw, and nobody would get any benefit out of it.

We Have Been Quoting Wrong Prices on Arbuckle's Coffee But It Was Arbuckle Bros.' Fault.

We have been told that the prices we have been quoting on Arbuckles coffee in our regular

A Slap at the National Retail Grocers' Association's Ideas on Prohibition.

"Many Micks Make a Muckle."

Some Things Credit Will Do.

price-list have been so inaccurate as to be ridiculous. If that is true, and it seems to be, then Aruckle Bros. are responsible for it. They and all other proprietors of package goods quoted in our price-list were long ago told and are being constantly told that we expect them to notify us of price changes just as they notify the rest of the trade. Aruckle Bros. forgot to do that, and the prices on their coffee have therefore been taking care of themselves.

They say they will be certain to do it from now on.

Pennsylvania Organization Notes.

The Pottstown association, one of the latest additions to the State association, is determined to be one of the best in the State. They had a large delegation of their members present at the State convention and they returned home fired with an ambition to largely increase the membership. To this end a membership campaign was instituted

under the direction of Chairman Bertolet. Fifteen teams consisting of two men each were appointed and each team was given a certain number of merchants to call on. The campaign lasted seven days and at the conclusion of the canvass the membership had been increased by the addition of eighty-one new names. The total membership is now one hundred and seventy-one. To celebrate this achievement and to welcome the new members a supper was given at the Merchants' Hotel on October 6th. The tables fairly groaned with good things and the attendance was such as to fill every seat. Mr. Daniel H. Bertolet acted as toastmaster and speeches were made by President J. Allen Brandt and William Smedley. Charles M. Wessels entertained with some humorous stories. The Business Men's Quartette rendered some fine selections. The affair was a most enjoyable one and the guests all pledged themselves to more aggressive association work..

The Frankford Grocers' Association held a fall rally on October 7th. The attendance numbered

over 250 and filled the hall to capacity. There was a splendid programme of entertainment after which Organizer Smedley made a short address. Other speakers were J. A. Edgar, C. G. Lucas, R. L. Buzby, Vice-President Coyle and James F. Curran. The Frankford association is growing rapidly, new members being admitted at each meeting.

The town of Kingston is ready for organization. E. T. Messick, of Pittston, has the matter in charge.

Mr. Smedley will during the next two weeks visit the following associations: New Castle, October 19th; Farrell, October 20th; Sharon, October 22d; New Brighton, October 23d; Brownsville, October 26th; Verona and Oakmont, October 28th.

Organizer Smedley addressed the Pittston Merchants' Association on October 8th. The attendance was good and much interest was manifested. Pittston is one of the best organized towns in the State and its membership represents one hundred

per cent. of the merchants. Through its influence credit is guarded. The county has free bridges and it has recently secured an appropriation for better roads for the county. Pittston "does things." Secretary Messick is a live wire and has the loyal support of the officers and members.

The Pottsville Merchants' Association is arranging for a big Halloween celebration. Everything Pottsville undertakes is a success.

This Man Wants to Better Himself.

—, Pa., October 15, 1914.

To the Editor.

Dear Sir:—I am a manager of a chain store and at present am not making much of a salary, and when there is two to keep I just have enough to exist on, not wages that a person could live on. As you know, a manager of a cut price store does not earn much money these days. Is there any information you could give me in regards to the grocery business in any other section of the country where I might better conditions?

Yours truly, * * *

If you are a competent man, and feel yourself qualified to fill a better position than you have, we should advertise until we got it. Decide where you want to locate and then advertise in the want columns of the papers that circulate there. You will probably find your best chances in moderate sized cities and towns.

Are You Overlooking Profit?

If you do not sell

Dandelion Brand Butter Color

you are missing profits that your competitors are getting regularly. Ninety per cent. of professional dairymen use **Dandelion Brand**, and buy groceries where they can get it.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

The Grocery Markets

Tea.

There is no special change in the tea market. The demand is still fair, but the market continues rather easy and to some extent in buyer's favor. Buyers are fairly stocked with tea and are not eager to buy. Therefore sellers who sell more than the everyday wants must exhibit some pressure.

Coffee.

The coffee market is unchanged for the week, but shows no improvement over a week ago. As to Rio and Santos coffees, the market is still weak and sick, although financial news from Brazil was a little better. In this country, however, nobody has confidence in the market, they don't know what it is going to do, and they are buying only the barest needs. Practically all grades of Rio and Santos are in buyer's favor. Mild coffees are also unchanged and quiet, the tendency being easy. Java is unchanged and fairly steady. Mocha shows further declines. The large way market is 6 cents per pound below the highest war price.

Sugar.

Sugar is off again. Raws show almost $\frac{1}{2}$ cent decline, and refined is off $\frac{1}{4}$ cent. The price of granulated now rules at 6 to $6\frac{1}{4}$ cents, with probability of still lower prices sooner or later. The demand has improved somewhat at the lower prices.

Syrup and Molasses.

Glucose remains unchanged during the week. Compound syrup is fairly active at unchanged prices. The better grades of sugar syrup have not followed the decline in sugar, because they are scarce, but ordinary grades are much cheaper. Molasses is also somewhat lower, demand light.

Canned Goods.

Tomatoes have gone completely to pieces, and sales have been made both in Philadelphia and New York during the week at $67\frac{1}{2}$ cents, f. o. b. factory. If the packers are telling the truth, this is below the cost of production, and it comes from the fact that so many packers are pressing to sell. Demand is fair at the decline. Corn and peas are unchanged from a week ago, demand fair. Apples show no established change, but the market is easier and there are rumors of low offerings. California canned goods are unchanged and quiet. Small staple canned goods are unchanged at ruling prices.

Fish.

The mackerel situation is rather uncertain. The combination and independents are now said to be doing business together. It is said that some of the American independent concerns, who have been offering Norway mackerel much cheaper than the combination, have been bought over by the latter and are now being allowed to buy fish

from the combination at a price sufficiently below the regular market to enable them to resell at a profit. This probably puts an end to at least a part of the competition in Norway mackerel, and adds to the combination's strength. The demand for mackerel is only fair; the only grade which is figuring to any extent is Norways. Cod, hake and had-dock are unchanged and quiet, prices steady to firm. Salmon unchanged from the opening, and in quiet demand. Imported sardines show no improvement as to supply, and are still scarce and high. Domestic sardines, on the contrary, are weaker, as the catch improves. The price shows no quotable change, however, from last week.

Dried Fruits.

Prunes are somewhat weaker and the outlook is not particularly encouraging for holders. The consumptive demand is quiet. Peaches, apricots, raisins, currants and other dried fruits are unchanged on last week's basis.

Beans and Peas.

Domestic pea beans have shown considerable fluctuation during the week. The market in a large way got as low as \$2.25, but later reacted on news of short crop in both Michigan and New York, and advanced about 15 cents per bushel. Marrows are unchanged, but with a weaker undertone. California limas are somewhat lower than a week ago; demand light. Green and Scotch peas somewhat weaker; demand light.

Butter.

The receipts of strictly fancy butter are light. The consumptive demand is good. The market is 1 cent higher than it was a week ago. Under grade butter is also 1 cent higher in sympathy with the finest goods, with an increased consumptive demand. The quality and make are about normal for the season and the market is in a healthy condition on the present basis of quotations. If there is any change in the near future, it will be for a slight advance.

Eggs.

The receipts of new-laid eggs are very light. The market is firm at from 1 to 2 cents per dozen over a week ago. There are considerable eggs arriving that are not strictly fancy and have to be sold at relatively lower prices, according to quality. Storage eggs are steady at prices ranging about 5 cents below the price of the fresh, and the market is in a healthy condition on all eggs. If any change occurs in the near future on storage eggs, it will likely be a slight advance.

Cheese.

The cheese market is firm at the recent decline. The stocks are a little larger than they were a year ago, owing to considerable Wisconsin cheese being sent to the East. It is reported that the English Government has taken consid-

erable cheese off the market the past few days, which has stimulated the market to some extent, and the market is firm at this time and likely to advance.

Provisions.

Everything in the provision line is steady at unchanged prices, with only a moderate consumptive demand. Everything in the smoked meat line is about $\frac{1}{4}$ cent lower. Pure and compound lard are unchanged. Canned meats, dried beef and barreled pork are unchanged. No change is expected in anything, excepting smoked meats, which are likely to have a further decline of about $\frac{1}{4}$ cent per pound.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

There continues to be a good demand for evaporated apples for prompt shipment. Speculators are not doing anything for later months, but the evaporators are turning out the goods so slowly that the normal demand is keeping them cleaned up.

Prime quality, in small lots, is moving at $5\frac{1}{4}$ to $5\frac{1}{2}$ cents in 50-pound boxes, with cartons $\frac{1}{2}$ cent per pound higher. Choice quality, $\frac{1}{2}$ cent per pound over these prices.

Raspberries are quiet, and prices are somewhat in buyer's favor. Shippers are asking $20\frac{3}{4}$ to 21 cents, f. o. b., in barrels, but these prices might be shaded a little for round lots.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

Holland Herrings.—Since our last report most of the fishermen have returned empty handed on account of heavy damage done to the Dutch fishing fleet by exceptionally heavy storms. For practically a whole week a terrible storm was raging all along the Dutch coast. Stocks of herrings in Holland are practically exhausted, the fishing up to date amounting to only 203,412 barrels, against a quantity of 367,890 barrels caught up to the same time last season. Naturally, prices are very high. Small shipments are arriving here, which are held at very high prices, and on account of the high asking prices, the trade is buying only from hand to mouth.

Shipments from Scotland are coming in a fairly regular way, Scottish herrings are selling nicely at unchanged prices. There is an exceptionally heavy demand for Norway herrings and prices for this commodity are therefore advancing.

Norway reports very poor fishing of sardines, and prices have therefore advanced during the week for first and second grade fish. Steamers from Norway are arriving here regularly with heavy cargoes, but the demand continues good, and in spite of the heavy arrivals, all Norwegian goods are finding ready sale, and prices are holding firm. French sardines, naturally, are very scarce and high, because no new supplies can be had. The same may be said of sprats; in fact, the stocks of sprats are gradually being exhausted, and no new supplies may be looked for from France before the new fishing starts next winter, and from Belgium, where we receive our principal supply of sprats, absolutely nothing may be expected.

While writing this report the European mail has come in, and with it a report from our agent in Holland, reporting that some shipments of Holland herrings have arrived, thus relieving the situation a little. The agent also reports that the weather has improved, and there is a possibility of getting further supplies of Holland herrings. The only trouble is that fishermen may be

hindered from pursuing their occupation by a new regulation issued by the English government allowing fishermen to operate only in a very small part of the North Sea, otherwise if found outside the area designated by the English government, they will be considered mine layers and confiscated or blown up. Naturally, this is frightening a great many of the fishermen from going out for herrings.

STROHMEYER & ARPE CO.

New York.

Rice.

The movement during the past week has slowed down in all lines of merchandise pertaining to the grocery line, though taken altogether, the situation continues to work more and more towards a settled basis. The demand for export still continues disappointing, but there are indications of enlarged inquiry about to take place which is giving encouragement to operators. However, with the larger trade conservatism still prevails, and there is no apparent inclination to expand their purchases beyond actual or immediate requirements.

Prices still hold on the lower plan with slow movement, as the planters refuse to make any concession to the mill below the fixed minimum, which naturally keeps the deadlock as strong as ever, with many mills closing down, and it is not expected that any special business can be done until the trade begins to see that rice has a certain value that is always worth while.

Advices from the South along the Atlantic coast report very slow movement and general trade unsatisfactory, with but little chance for improvement so long as the cotton situation continues so depressing. At New Orleans there is but little or no demand, which condition is likely to hold prices until the planters and millers arrive at some agreement as to prices of rough, which will enable the miller to turn a modicum of profit in the handling.

In the Interior, Southwest Louisiana, Texas and Arkansas, the planters are still in control of the situation and absolutely refuse to make any concession below the fixed minimum laid down by the planters' associations, the result of which is that the rough market is at a standstill.

D. TALMAGE'S SONS CO.

New York and New Orleans.

Standard Canned Goods.

It would be a lively stretch of the imagination to call last week active in the canned goods market here. The orders were numerous enough, 'tis true, but they were small in size as compared with the usual big business done in the month of October, especially in tomatoes, corn, string beans, spinach, apples and pears, and also cove oysters. These goods have lost none of their popularity with the trade, and, probably, the consumption of them is as large as usual, but the prevailing conditions in the merchandise markets, and more especially in the money market, cause a conservative feeling among all classes of buyers that is running the limit. These smaller orders, however, wear away the stocks in the primary markets gradually but surely, and by and by the pendulum will commence to swing the other way. Keep in mind the axiom that "goods well bought are half sold."

The lack of big orders for tomatoes has caused a lower range of prices, and those canners who have not the facilities for carrying the goods are not selling sufficient to place themselves in position to care for their remaining stock during the winter months, until there is a reaction in the market prices which they believe is inevitable. Some of the Baltimore canners, with long purses, were buyers of tomatoes at the prevailing prices, to put away for a rainy day, having been unable

back their usual quantity this season, and they are wise in their generation. The other lines of vegetables were conspicuous this week by their dullness. Orders for straight carlots of any of them were not at all numerous, nor was there any increase in the orders for pool carloads. There was, however, the usual run of small assorted orders every day, and not an article in the list was totally friendless. Therein lies the redeeming feature in the situation, for it indicates that the jobbers are not carrying this season the large stocks that they usually carry in the fall months, which means that they will necessarily be constant buyers during the winter and spring. Constant dripping wears away the stone, likewise the stocks of canned goods.

It is reported that the crop of pears will be about 50 per cent. of last year's crop in this section, and that the same conditions prevail in other States. Perhaps 50 per cent. may be enough to go around this year, but at all events, a large number of the jobbers think they had better own a few cases to make sure of having some when they are needed, and that feeling has caused some activity in pears this week. Look after them next week. Some say the apple crop is short and some say it isn't. Anyway, there are enough in sight now to prevent any real scarcity, judging by the small demand for the new pack. The orders for small lots of peaches were again numerous this week, and they were scattered nearly everywhere. The quality of this season's crop averages up pretty well. Next to nothing doing in the other kinds of fruits, but the prices hold firmly because of the light stocks.

Cove oysters are dull and prices unchanged.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is more active, with a fair demand from the grinding trade. Prices are generally steady, with a firmer undertone in many grades. We predict a steady market for the next 30 to 60 days, if not even longer, and higher prices may prevail at any time, depending very much on conditions abroad.

Peppers.—The pepper market is steady and some little firmer. Holland is not offering any pepper at present no doubt obtaining more favorable prices on sales to Germany. Stocks here of all grades have decreased of late and are now very small.

Red Peppers.—Very much scarcer and firmer. There is little prospect of any replenishment of stocks until '15.

Cloves.—Scarce on spot and nearby, prices being steady. Demand is apparently on the increase.

Pimento (Allspice).—At fair spot demand at prices generally unchanged. The crop is reported small and the quality poor.

Mace.—Rather quiet and unchanged in price.

Nutmegs.—Unquestionably firmer, though without change in price. Stocks in Holland are held at high figures.

Gingers.—All grades remain low and in only moderate demand. Present prices we consider safe.

Paprikas.—Demand is on the increase, due to season. Prices hold generally steady and likely to go higher.

Tapiocas.—Fairly steady and in good trade demand. Prices unchanged.

Seeds, Herbs, Etc.—The trading during the past week has shown much activity and has covered a large range of articles. The demand should be normal for all articles in the line, which should have a tendency to keep prices generally steady, and in many grades sharp advances are probable, especially so should the war last throughout the winter.

McCORMICK & Co.
Baltimore, Md.



KARO

The Most Popular Syrup

Even the school children know KARO and love it for its delicious flavor. Quality plus extensive and persistent advertising, has made KARO the best known syrup in America. You are always sure of sales of KARO if you keep it displayed where your customers can see it, and you want the sales because KARO pays you a splendid profit. KARO is not only used as a table syrup and for cooking, baking and candy making, but it is being extensively used for preserving instead of sugar. We are advertising KARO (CRYSTAL WHITE) for preserving purposes, and you should take the opportunity to recommend this use as often as possible, because KARO (CRYSTAL WHITE) insures more satisfactory results. Send for supply of Preserving Booklets to give your customers.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"If you'll add KARO to your sugar when preserving, it will bring out the fruit flavor and make a smoother, richer syrup than sugar alone."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Dry Goods—Notions—Knit Wear

Lower Figures in Unbranded Underwear Coming.

Buying of underwear on the part of general retailers is seemingly overlooked by the reported pressure of shipments abroad. The domestic trade, however, while not as active as was looked for—due to the lingering of warm weather—is improving, many inquiries being received by jobbers from small town merchants. Stocks are low in the hands of secondary distributors, and this is also true, to a great extent, of dealers. Jobbers are trying to market their higher priced cotton underwear in stock, appreciating that prices on new orders this season have already been marked down; and the new prices for next season, from present indications, will be on a lower level because of the situation in raw material.

One leading line of balbriggan underwear has already announced a change in price, showing a reduction of 5 cents a dozen in the primary market. This line has been held at \$1.80 a dozen, and is now \$1.75. The feeling in the wholesale trade is that the start has been made and similar changes along the entire line are apt to follow. One new line has a balbriggan shirt out for \$1.65 a dozen. These figures apply to orphan brands, or goods known to jobbers and wholesalers only, or selling under their names. The Nationally advertised marks and firm names are selling their underwear at standard prices and are not affected in the slightest by the vagaries of the primary markets. Their merchandise is in demand and is retailed at established prices, which are not disturbed.

Hosiery Being Bought Cautiously. Prices in Some Lines Firm.

Particularly in staple cotton lines the sales in hosiery are proceeding along conservative lines. On important lines—that is, those which are known to merchants and the public—orders are being received that are surprising. The general impression is that storekeepers are buying only as goods are actually needed, or the weather calls for. The latter is in great measure responsible for the backward buying. Prices have not varied, and it is believed that if cuts were allowed merchandise would not move more quickly. Interior merchants are not receiving liberal credits at the banks, paper being carefully inspected before accommodation is extended. This also affects buying materially.

Prices on low end goods are a trifle weak, but 15 and 25-cent lines are being firmly held. As stated, firmness is due more to a realization that lower prices will not induce increased trade, and to the scarcity of proper dyestuffs than to any intrinsic strength. It is believed that when the cotton market is readjusted hosiery can doubtless be sold at lower figures. Retailers who operate

in a large way still have hopes of receiving German made hosiery via Rotterdam, so they can cut prices to the consumer and bear the market generally on "Made in America" goods. This slogan is to them like the traditional red rag to a bull, and not a few of the kind are bucking this idea wherever possible with discouraging opinions or lower figures on foreign goods, when obtainable.

No Scarcity of Linens Anticipated.

Every possible effort is being made to bring in all the linens from Scotland and Ireland that can be secured. Already a quantity has been obtained which might have been shipped to other countries. Linen merchants do not believe there will be any scarcity this year. As yet they have not been able to get prices to a level which is more favorable to the general retailer; still they think manufacturers will begin to see before long that this country will not take linens at any price offered. It is believed this will have a tendency to grant concessions to first hand distributors, and through them to the wholesalers and jobbers to the merchant.

Conditions in Knit Wear. Sweaters in Steady Call.

While the buying of knit wear, especially sweaters, or cardigan jackets, as they are called in British parlance, have been in no large quantities on the part of merchants, the demand is now better than for some time. This is partly owing to cooler weather and the inquiries from abroad. Should the latter develop to the proportions reports say they will, prices are bound to harden in the domestic market. The effect of lower yarns is being felt in knit goods centers, and concessions are being made on garments in order to secure orders. At any rate, recent events have served to inject more spirit into the sweater market, and storekeepers who are not covered for the fall and winter would do well to "step lively" toward placing their orders.

Cost of Cotton Fabrics Crumbling. White Goods in Demand.

Fine and fancy cottons are moving into the stocks of retail merchants steadily. Buying is of the hand-to-mouth kind, however. Gray cloths are holding up well. The plain wide goods are sold ahead for the next two months, and on narrow widths the mills are firm in their asking prices. Fancy lines are being held as high as at the opening of the season. The best sellers are printed and white cottons. There is a moderate inquiry for repeat orders of fancy yarn dye specialties. Zephyrs of the better grades are being bought well in some sections.

Fully 25 per cent. more white goods, of plain and fancy description, are be-

ing bought over a year ago, as well as of printed fabrics. The carrying of light stocks of nearly everything is reported from every part of the country. Quilts are being shown for spring, 1915, and very low prices are being quoted by first hands as compared to last season. The finer grades are not much called for. Towels for spring delivery were reduced about 3 cents per pound. Turkish toweling is in plentiful supply, with the best demand for well-made unions. On drills, twills and sateens prices are 4 cents a pound lower than three months ago. Brown goods are declining, and some lines of bleached cottons will be revised downward this week. Wide sheetings are steady. Briefly, domestic prices for cotton goods of every description are slowly crumbling.

Laces, Novelty Neckwear, Ribbons Seasonable Sellers.

Marshall, Field & Co., Chicago, in their weekly review of the dry goods trade, say: "In spite of unseasonable weather, which has had a depressing effect upon retail trade throughout the country, some lines have shown considerable strength during the past week. Lace business is good, exceeding that of a year ago. The newest demands

of fashion are for chantilly laces. These French creations out of the market of Calais are daily increasing in popularity. There is also a noticeable demand for any kind of delicate net laces which can be made into plaitings or flutings. Soft drapery effects in laces that can be made into military neck pieces, military sleeves and cuffs we anticipate will be a big item for popular wear.

"Novelty neckwear, such as ruffles, ruffs and collarettes, is a good selling merchandise at present. Ribbons of all kinds are in favor, the tendency being to darker and more sombre shades, with an increasing demand for all classes of blacks. Linens are prominent on current orders. Some shipments of linens are being received from Scotland and Ireland, but it is doubtful how long they will continue, owing to the difficulty manufacturers are having in securing flax yarns. Other items for which there is good sale are handkerchiefs, white goods, threads, crochet and embroidery cottons and dress goods."

Over-Buying by General Merchants Frequent Orders Rather Than Big Bills.

Advice as to buying by the general merchant is never amiss, for it means

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Here's to the Customer, May She Be Always Right—but Right or Wrong—the Customer.

Occasionally a customer is wrong, and that's the time she is to be handled right, yet oftener she is right, and to straighten out her side satisfactorily in either case often rests with the clerk, in the smaller stores especially.

My advice is keep off the offensive, because once you begin showing a customer where she is wrong or hint at anything unreasonable on her part, you're playing with fire.

In the grocery business the cost of making good on anything returned is a trifle, but the cost of losing that customer on account of quibbling over that trifle may be hundreds of dollars of business a year.

Be a Cheerful Loser.—A can of salmon was returned opened, the complaint being that it didn't look right. It did look good and the clerk insisted on it. The customer was worth from \$5 to \$6 a week. Out she went and out she stayed for nearly two years, or till after this particular clerk resigned. To make the situation worse, she was a terror when crossed, which meant that "that rotten salmon" bought at So-and-

So's, went the rounds of her circle many and many a time.

The other day a can of peas was returned, the complaint being sourness. It happened that the peas were strictly O. K. Said the manager: "I thank you very much for returning this can of peas. I am sorry you had the annoyance of doing so. I will investigate the matter later. In the meantime, here is another can to make good."

Now, then, you will say why should we stand for what to us is an imposition? Why should we not act independently and stand up for our rights?

In the first place neither case was a case of imposition. One woman had a temporary distorted vision and the other had a touch of dyspepsia that forenoon.

They were both honest.

In the second place, standing up for your rights is good enough and proper enough in matters personal, but it is a mighty unprofitable position to take in business, especially when the issue is 15 cents.

You notice the man who handled the pea trouble thanked her for returning them; he displayed such generosity of spirit that he put her at ease right away. Take a tip from him.

increased business and a steadier and more substantial business. In dry goods, notions and allied lines a dealer is not infrequently led to over-buy for various reasons, and at the present time judgment and caution should be exercised. Statistics prove that over 30 per cent. of the failures among retailers last year were due to over-buying. More small merchants fail because of incompetency than lack of capital, observers are authority for. Incompetency in retailing covers a multitude of sins, but the worst is generally conceded to be that of over-buying.

Months before the selling season starts many injudicious merchants are persuaded by the smooth, experienced house or road salesman into believing that his particular line of dry goods, gloves, laces, notions, ribbons, etc., is going to sell like "hot cakes." Either or both name certain stores in nearby towns to the merchant which placed good or even big orders for their merchandise, and add that there is doubt about future orders being filled; that on account of the European war goods in certain lines are scarce, will surely be higher, thus persuading the dealer into over-buying. An expert in his sphere, who has had no end of personal experience along these lines, describing this basic fault in merchants, especially those from the small towns, possibly readers of the "Modern Merchant and Grocery World," if the writer may so mention them, says:—

I have known unscrupulous manufacturers and jobbers to overload retailers with small capital to the extent of jeopardizing their credit with other houses, thus practically placing these retailers in their clutches. When the traveling salesman from one of these houses calls, the retailer feels obligated to give him an order, whether he needs the goods or not, fearing if he doesn't the house may demand a settlement which he could not make. Hence, the retailer continues to over-buy, paying the long price, too, because he is not in a position to dictate terms.

Frequently 50 per cent. of the styles in wearing apparel and novelties change in color, cut or shape before the retail selling season is fully opened. By this time the manufacturer has sprung something new, hence the retailer, in order to keep his stock up to date and hold the trade, is forced to heavily reorder and is also compelled to sacrifice the greater part of his earlier purchases at a heavy loss, in order to secure the money necessary for the second purchase. If the retailer of changeable styles in fabrics or other goods would take his previous year's business as a basis when buying for the season and order no more than one-third of his needs, then later on as styles change, buy as his sales require, he will find at the end of the season that he has operated at a profit.

Every stock should be turned at retail from three to twelve times a year (according to the stability of the merchandise). In specifying retail price, it means if the merchant has an average stock through the season of \$10,000 at retail selling price, then he should do, if his stock calls for a four time a year turn a \$40,000 business. The large, successful retailer figures how often he can turn his stock and buys carefully as sales require. This has put him where he is to-day, while

the reverse has kept down the small retailer. I once heard a successful merchant say in giving instructions to his buyers: "I much prefer to see ten invoices of \$100 each come in than one of \$500."

Even when the injudicious retailers discover they have bought unwisely, they are slow or sometimes lack the nerve to take what sooner or later must become a necessary loss. They are "hangers-on" of out-of-date styles or poor sellers, hoping eventually to get the original sale price, while the successful retailers, big and small, act quickly in turning stock, thereby getting the cash with which to purchase what the trade is demanding.

No storekeeper should be above considering the wisdom and practicability of the foregoing remarks. They deal with the weakness of far too many general merchants, hence their application.

Brief Mention in Novelties and Novelties.

The President Suspender Co. is the new name of the C. A. Edgarton Mfg. Co., Shirley, Mass. There is no change in the ownership, or in the personnel of the organization, only a change in the company title. The company have notified the trade to this effect.

Mention has been made in this journal of the sharp advance in notions made abroad. It is stated that snap garment fasteners have been increased 100 per cent. in price. Goods are not being received, but the domestic goods are being used, though it is claimed their producing facilities are not equal to the demand. Rick rack braids have doubled in price, with the staple braids following suit.

Merchants are looking after notion novelties for the holidays, and as goods in this line are getting scarcer on account of the European trouble, the domestic makers are bringing out a number of things in this class of merchandise, for which a great demand will follow.

Foulard Silk Returning to Favor. An Interesting Exposition Now On.

Foulards are mentioned as having a better chance as a favorite silk for next spring than they have had for several seasons. As it stands, just what weaves will be preferred is an uncertain quantity at the present time. This is accepted by the selling trade as an explanation why retailers are backward not only in placing orders, but in considering them at all. Buyers are looking for low prices and getting them in a great many instances. Prices on crepes in particular are understood to be easy when comparison is made with quotations of a year ago. One line which was held at \$1 a yard is now offered at 77½ cents.

Importers are securing goods from abroad in a liberal way, and some buyers in the primary market state that they have no difficulty in getting deliveries in full on all foreign deliveries, depending on the location of the manufacturers, who are working irregularly, whether in Switzerland or Southern France. Domestic producers, however, are gaining more attention than ever.

National Selling Service

National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer that carries National Biscuit Company goods.

Back of National Biscuit Company advertising is National Biscuit Company quality. A full line of National Biscuit Company products in the famous In-er-seal Trade Mark packages means business expansion and steady sales.

National Biscuit Company products are continuously growing in popular favor with the women of the country who have proved National Biscuit quality and service for themselves.

NATIONAL BISCUIT COMPANY

This is again demonstrated by the National Silk Style Show of the Paterson (N. J.) Industrial Exposition, which will continue, in that widely known and leading silk manufacturing center in this country, until October 24th. Every large concern in that city has donated silks of various kinds for use at the exposition, about 30 of them. A special

feature is the style show at which 35 gowns are shown by models. Visitors from the trade declare the products are in nearly all instances superior to foreign goods. The exposition is also in furtherance of the "Made in America" idea, which is being advocated by the leading silk factors, traders and retailers throughout the country, and is there-

Selling What Has No Competition

☞ A lot of consumers start to eat WHEATENA because it is different. They continue to eat it because it completely satisfies them—they like it.

☞ When you sell WHEATENA you sell something that has no competitors in the sense that there is nothing else like it. Given a product different from every other, a good merchant can sell almost as much of it as he likes.

☞ The hearts of selected wheat, packed and guaranteed in a very special manner.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association



fore considered of more than local interest.

Hardware Tools Specialties

Expert Plan for Pushing Paints.

The planning of an advertising campaign, in a national way, is an undertaking of no small moment. Ingenuity and skill and practical experience are called into play and the reasons why certain things are done, that ordinarily seem inexplicable to the uninitiated, and other lines of publicity adopted, equally a mystery to a great many, are clearly set forth in an article written by William B. Powell, of the Sherwin-Williams Co., which appeared in a recent issue of "Printers' Ink," in part as follows:—

In making up our advertising proposition for 1914-15, we decided to go after the business brought in by our leaders in a systematic way. We would decide what was the best month of the year to get business on a certain product—then we would bend every effort to push that product during the month. Of course we would keep in mind our other lines and work them in wherever we had a chance. We merely applied the principle that concentration is efficiency.

The first thing we did was to work with the sales manager on what leaders to advertise and when to advertise them. We finally decided to make September "SWP Month" as that is the time people are planning their fall outside painting. October will be "Varnish Month"—November "Flat-Tone Month" as that is a good time to get people to decorate their rooms for winter. February will be another varnish month—March "Old Dutch Enamel Month," April will

be a "Brighten Up Month," tying up with the annual "Brighten Up, Clean Up" movement all over the country. We will feature SWP again in April as we find many people do not do their spring outside painting until that time.

The salesmen are most enthusiastic over this new monthly idea, as they see in it a way to boost the sales of those leaders who are lagging behind and those who do not require any special help will be boosted more than ever. The sales department is also given freer rein in regulating its sales.

Successful Hardware Exhibition. Attendance Large, Sales Numerous.

As an exhibition of hardware and allied lines that held all last week, in the Parkway Building, under the auspices of the Philadelphia Hardware Association, was a decided success. It was the first of its kind, and the association proposes to make it a permanent trade event. The attendance of the trade and the public exceeded the most sanguine expectations, the average of 1,200 and over daily being maintained throughout, with the sales running into comfortable figures for all the exhibitors with any kind of a display, properly managed and looked after.

Fully 500 members, exhibitors, etc., assembled at the City Hall Plaza Monday evening, the opening night, and marched in a body, headed by a full military band, to the exhibition hall. In the absence of George D. Porter, Director of Public Safety, who was to formally start the exhibition going with an official address of welcome on the part of the Quaker City, the honor fell to C. W. Summerfield, secretary of the Merchants and Manufacturers' Association, who gracefully performed the pleasant duty. Thursday evening Mr. Porter appeared and in a clever speech explained why he was detained in reaching the hall until at a later hour owing to a motor mishap. Edward James Cattell, Chief of the Bureau of Contracts and Statistics, also delivered an interesting address at the same time.

Friday evening an informal banquet was tendered the Exhibit Committee in the dining room of the Parkway Building by the exhibitors. At this agreeable affair, in addition to the spontaneous talk fest, speeches were made by two veterans of the local hardware trade, namely, Robert Biddle, Sr., and Joseph G. McCaffrey, who naturally indulged in reminiscences of a delightful nature to their closely attentive auditors.

Every foot of space was sold, and while the hall is not of great size, the exhibits were well arranged and the merchandise given an effective display. Among the principal exhibitors occupying the largest floor room was the Simmons Hardware Co., in charge of V. J. Crancer, chief of the city selling staff. The exhibit was a unique selection of articles of their own manufacture and "Keen Kutter" goods, including edge tools of every description, tool cabinets, work benches, and a select line of cutlery. This embraced an elegant showing of pocket knives of various styles, scissors and shears, safety razors, shaving sets, carvers, silver knives, manicure sets, etc. Their line of housefurnishing goods, washing machines, enamel ware, sterling tin, aluminum, galvanized and nickel-plated copper ware attracted marked attention, as did also the carpet sweepers, food choppers, lawn mowers, autcycles, etc.

Next in size and importance was the fine display of the Supplee-Biddle Hardware Co. lines. The exhibit consisted of general cutlery, a large and handsome display of fine pocket knives, Liberty Bell half hatchets—arranged in "cherry tree" style—carpenters' and mechanics' tools of every description, Pennsylvania lawn mowers—from the first machine placed on the market many years ago to the 1914 perfect model—sporting goods, bicycles, etc. Dunn & Eldridge had a very complete exhibit of their brass goods specialties and general hardware in a conspicuous spot, in personal charge of Thomas C. Wimer, of the firm. An exclusive saw exhibit was made by Henry Disston & Sons,

Inc., whose products are known the world over. The Disston trade literature was a feature. In the same line the silver saw display of the E. C. Atkinson Co. was notable. The sporting goods of the Edw. K. Tryon Co. were in a prominent place, as was the cutlery staples of Wm. Sommer & Co., and the specialties of the Safe Padlock and Hardware Co.

Other general hardware lines entitled to special mention included those of the Lamson & Goodnow Mfg. Co.'s "Anchor" brand cutlery, bits and tools; Meriden Cutlery Co.'s fine table cutlery and plated knives; Chas. M. Ghriskey Sons' "Hammer" brand pocket knives, etc.; Germantown Tool Works' hammers, hatchets and special tools; McCaffrey File Co.'s line, effectively shown on one of the three superb display stands which are to be a part of this concern's exhibit at the Pacific-Pacific Exposition in San Francisco next year. Food choppers—Sargent's "Gem"—were exhibited by Shields & Bro.; while the U. S. Slicing Machine Co. gave a demonstration of their "V. B. P." slicer and accessories.

Floor polishing mops of various makes and reputations were very much in evidence. The pioneer and original of this very useful household essential, the O-Cedar Mop, was prominently displayed and effectively demonstrated by an efficient local representative of the Channel Chemical Co., the inventor and manufacturers, Chicago. A half million dollars' advertising yearly has most effectively served to place the Triangle O-Cedar Mop in the preeminent position. Next in order came the Wizard mop, the one that "gets into the corners," having a "human elbow," so to speak, made by the Wizard Products Co.; the O-So-Ezy mop, with an adjustable handle and is self-feeding, the product of the O-So-Ezy Mop Co. Spiegel's mop, manufactured by the Germantown Varnish, Color and Paint Co., and the Floor Shine mop, sponsored by a local firm. A group of paints, stains and enamels, the product of John Luca



For Autumn Trade

A few suggestions that are timely and in season, keep your stock up to date, it will help you to sell the full line. Make trade, it is better than waiting for it. Keep a moving.



SYRUPS—A better demand for Syrups, there always is at this time of the year. Fall weather, with a crispness in the air stimulates the demand, and fortunately for you we can make lower prices. Nothing nicer than our **Royal Table Syrup**, some prefer the **Challenge Brand**, both full of merit; other well-known brands include **Crescent**, **Ex. Amber**, **Gilt Edge**, **Very Best Fancy Cloudy**, **White Clover**, **Cruiser Brand**, **Quaker City**, **Extra Maple Brand**, etc. We also have some fancy strictly Sugar Syrups and a good assortment of New Orleans Molasses, in barrels and half barrels; buy your sweets of us.

MINCE MEAT—Hadh't you better add it to stock, this season's goods are now ready for delivery. Atmore's Celebrated, in pails of 20 lbs., 35 lbs. and 70 lbs., at 9¼c.; Atmore's Keystone, at 8c.; **Cookman's Choice**, 30-lb. pails, at 7¾c., and **Quaker City Brand**, 30-lb. pails, at 6½c. Our word for it, they are all good.

PURE CIDER—We offer for prompt shipment (Hallowe'en, Oct. 31st) Duffy's Celebrated Cider, New York Apple Juice, quality as fine as you can get it, and guaranteed to comply with the National Pure Food Laws. Barrels, per gallon, at 12½c.; half barrels, 28 gallons, per package, \$4.00.

NEW CAL. WALNUTS—Just received our first lot of 1914 California Soft Shell No. 1 Walnuts, the very finest quality grown. Bags, 100 lbs., per lb., at 19½c.; less quantity, 20c. per lb.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Co., Inc., occupied a central position. The Exhibit Committee, with its industrious secretary, Mr. Wimer, is entitled much credit for this very interesting trade affair, with its patriotic "Made in America" sentiment pervading the entire proceedings.

Practical Paint Selling Co-operation.

Dealer co-operation in a selling plan is indispensable to success, and the assistance of the manufacturer of any article in hardware and allied lines is equally important, if rendered in a practical manner. An illustration of what may be considered real co-operation with the dealer is embodied in a proposition offered by a leading paint manufacturer. There is no question as to the quality standard of the product, and with this as a basis of fact, coupled with extensive publicity, it seems mutually beneficial results should follow.

The manufacturer in point says: "If the dealer who buys an assortment of paint, and then is left to move it from his shelves by his own efforts, is not apt to make so good profits as the dealer who has the extensive co-operation of the manufacturer supplying the goods. One of the methods which has produced excellent results is our plan of writing property owners, whose buildings need painting, in the interest of our dealers, sending them color schemes and convincing letters. These schemes are furnished by our dealers on blanks made for that purpose." This is but one of other excellent suggestions. This particular paint manufacturer offers to aid the dealer in quickly and profitably moving the merchandise.

Purely Personal.

Early last week A. H. Bryant, secretary and general manager of the Simons Hardware Co., Philadelphia, returned for Europe on a fast Atlantic liner on special business connected with their export department, which comes under his personal jurisdiction. He will be away for a month or more.

On the 10th inst. Walter E. Graham, president and general manager of the Philadelphia Lawn Mower Co., started on his annual trade trip to the coast. En route he will see the principal jobbers and probably some of the leading dealers, calling to keep in touch only, but not selling any goods, as the company's large staff of travelers cover the entire country and book the orders. Mr. Graham, who finds domestic and export sales quite satisfactory, will not be home again for a couple of months.

Boots Shoes Findings

Are Shoes Improperly Sized? Cause of Misfits and Discomfort.

Perhaps there may be some occult reason for the secret sizing or marking



EXPERTS AGREE ON Sauer's Flavoring Extracts

And that's why they SELL best, because they ARE best. We've built up the biggest flavoring extract business in the United States on PURITY and QUALITY. You are not only sure to have plenty of sales at good profits if you PUSH SAUER'S FLAVORING EXTRACTS but your customers will be pleased, and pleased customers are the ones who come back to buy again and again.

*Let us tell you about our
Special 5-gross Deal*

THE C. F. SAUER COMPANY
RICHMOND, VIRGINIA



WHAT TO TELL CUSTOMERS

"Here's the finest flavoring extract made—SAUER'S. The flavor, strength and absolute PURITY is guaranteed to the last drop."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

of shoes followed by quite a large number of manufacturers. To dealers it is misleading, and the public are the victims or sufferers, if one pleases, in the end. It is urged that the present standards are sufficient. On the other hand it is stated, and authoritatively, that a visit to the retailers and storekeepers carrying shoe stocks would find that the sizes of many shoes are not correctly measured and marked. Speaking of this wide divergence of opinions, "American Shoemaking" says:—

This is particularly true of women's shoes made over the French and the stage lasts, which often are of less than standard measurement. They also would find that even size sticks used in different stores vary in their markings. Indeed, one of the size sticks, that is made in Chicago, has upon it a run of size markings according to the custom standard, and another run of size markings according to a new standard. Both these runs are different from the runs of size markings on an old standard stick that is made in Boston. The Chicago stick also has on it a foot rule, such as are ordinarily known. It will show the clerk who uses it the length of his customer's foot in inches, as well as its size according to the custom, or to the new standard of sizes.

It is held that these secret size markings are wrong. If shoe men took the public into their confidence in the matter of sizes there would be a great deal less trouble than there is over misfits. It is also possible dealers could get along with fewer sizes, especially fewer widths, and that would be an advantage. Measuring the length of the foot by inches may be impracticable; but at all events, some practicable standards for sizing feet and shoes should be set up than those now employed. Consequently all size sticks should be made to correspond, and all shoes should be plainly and correctly marked so the dealer and his customer would also be properly informed.

Cutting Shoes Apart to Prove Quality.

As has been made clear from time to time in this department of the "Modern Merchant and Grocery World," merchants having a shoe department are often "up against" the retail mail order house. This is particularly true of storekeepers in the rural communities, where strenuous work is employed by the catalogue concerns to switch trade from the local trader. Many suggestions have been made to counteract this influence, the following letter, sent out by a Western firm of general merchants to their trade bringing excellent results:—

Don't be deceived by the catalogue houses claiming to sell cheaper than we do. They can't and don't. We invite comparison of our goods and prices against theirs. Bring your catalogue in with you. Remember that we guarantee to sell as cheap as any catalogue house, and we do. It is our aim to so please each customer with every sale we make that they will come back to us when requiring anything further in our line; no sale being regarded as complete until the customer is fully satisfied.

Don't send away until you have tried us. Take the Sears, Roebuck catalogue No. 128, turn to page 344 and compare their No. 15R4714 men's gun metal calf shoe with ours. Their price is \$3.95, our price is \$4, and the quality, style and fit is far superior to theirs. On page 352, No. 15R4962, they quote a brown work shoe at \$2.19; our price is \$2.25; their shoe is only nailed, ours is sewed and nailed also; ours has heavier stock and soles.

Again, on page 352, work shoe No. 15R949; their price is \$2.25; our price for the same shoe is \$2.25, and you have no freight to pay, besides seeing the shoe before you buy it. On page 335, No. 15R14, their ladies' vici kid shoe is priced \$2.50; our price for a better shoe is \$2.50. We have one pair of each of their shoes above mentioned in our stores at present, so as to show you. We leave it to you to judge whether our shoes are not just as good or better than theirs for the same money.

On page 57 they price a 54-inch all wool storm serge at \$1 the yard. We sell you a 54-inch all wool storm serge, sponged and shrunk, for 98 cents the yard. (We have one of their samples, so you can compare it yourself.) We undersell them on men's cotton gloves. We have samples of their linoleum. Come and compare quality with us. Their price for table oilcloth is 20 cents; our price is the same. They sell calico for 5 cents the yard; so do we.

Let us figure on any bill of goods you may need now or later. Next time you are in town come in and let us show you. The above items are only a few taken from their

catalogue. We can show you hundreds of others.

So far as shoes are concerned, a storekeeper may go a step farther, as some dealers have, by cutting the shoes in two. Samples from the mail order houses are obtained and sawed apart, as are shoes from stock treated in like fashion. The comparison reveals the poor quality and deceptive appearance of the former.

The Plan to Use Cotton Sacks for Flour Shipments.

In order to increase the demand for cotton, one of the largest flour milling firms in America has directed its managers and salesmen all over the country to urge its customers to accept deliveries of flour that are shipped in cotton instead of jute sacks. Hitherto jute imported from India has been used extensively for shipments of flour, both to home and foreign markets. The sacks employed hold 140 pounds each. If the trade can be induced to accept shipments in cotton sacks holding 98 pounds each, there will be a marked increase in the demand for home-grown cotton, and the action of the flour milling firm is regarded as a long step in this direction. Anything that will improve the financial condition of the cotton growers, it is pointed out, will increase the volume of their cash purchases and thus benefit general business conditions. For this reason, it is be-

lieved that the trade will not insist on the jute sacks used hitherto.

CORRESPONDENCE.

Address of Coffee Week Headquarters.

West Chester, Pa., October 10, 1914.
To the Editor.

Dear Sir:—Please send us the address of the headquarters of the National Coffee Week Association. We want to get some advertising matter.

Thanking you in advance, we are,
Yours truly, H. D. HUBBS.

The address of the National Coffee Roasters' Association is Dayton, Ohio.

Worcester Salt Dealer.

Intercourse, Pa., October 10, 1914.
To the Editor.

Dear Sir:—Please give me name of salt dealer located in neighborhood of foot of Market street, your city, who can sell mixed car of coarse American salt and Worcester dairy salt.

E. ZIMMERMAN & SON.

D. J. Harris, Water and Market streets, Philadelphia.

Paper Balers and Electric Coffee Mills.

Easton, Md., October 12, 1914.
To the Editor.

Dear Sir:—I would like to have you send me catalogues and information regarding paper balers and electric coffee mills.

Yours truly,
MARTIN M. WRIGHT.

This correspondent has been put in touch with Buckeye Baler Co., Findlay, Ohio; Davenport Mfg. Co., Davenport, Iowa, and Enterprise Mfg. Co., Third and Dauphin streets, Philadelphia.

To Buy White Fish.

Harrington, Del., October 15, 1914.
To the Editor.

Dear Sir:—Please tell me where I can buy white fish. Yours truly,

From E. P. Timmons, Water and Dock streets, Philadelphia.

A Literary Point.

Jamesburg, N. J., October 12, 1914.
To the Editor.

Dear Sir:—We have been arguing for quite a time now, but cannot prove who had the greatest influence on the English language. I wish you would state both the affirmative and negative of a argument: Resolved, That Shakespeare had greater influence on the English language than Chaucer. Yours truly,

A CLERK.

We regret that we have not the space to go into this matter very deeply, but we believe that it is agreed by the majority that Shakespeare had the greater influence on the English language. As a matter of fact, the language is saturated with Shakespearian idioms and Shakespearian proverbs.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



Hesitate No More—You Were Wrong

☐ You may have hesitated to sell Oleomargarine because of an idea that it was merely an imitation butter. We agree with you that imitations are usually good things to let alone, but

Moxley's Oleomargarine Is Not An Imitation Butter

nor is any other good brand. **Moxley's Oleomargarine** is a food product that stands alone. Not only as good as, but absolutely and positively better than the average butter in cleanliness and food values.

☐ If you could go through our churnery and then go through the average creamery, you would need no more words from us about the relative cleanliness of these two products.

☐ The ingredients of **Moxley's Oleomargarine** are pure, fresh milk and cream, and high grade animal fats. Every operation and all the ingredients are constantly under United States Government approval.

☐ Because **Moxley's Oleomargarine** is a good thing to eat, it is a good thing to sell—a splendid thing to sell, because it satisfies every possible demand for butter, and at a smaller cost. There are people on your books who will begin to use **Moxley's Oleomargarine** the very minute you put it in. Write us.

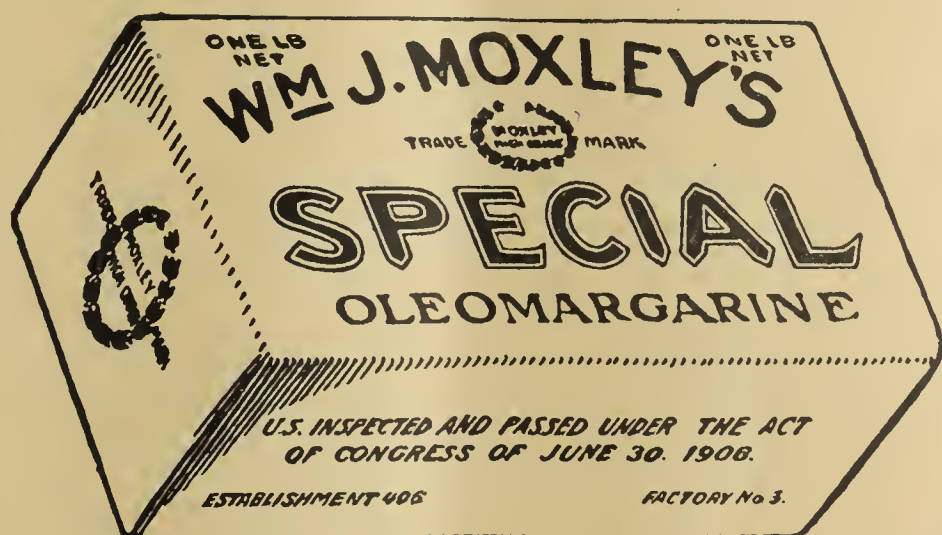
WM. J. MOXLEY, Inc.

CHURNERS
CHICAGO, ILL.

PHILADELPHIA, PA.
117 Callowhill Street

PITTSBURGH, PA.
120-22 First Avenue

BUFFALO, N. Y.
Michigan and Perry Streets





Read This and Then Call Me a Darned Fool.

Here's where I get called a darn fool.

A customer of mine was going on to me last week about business being so rotten. He's a grocer—just carries a straight line of groceries, though he's got a good big store and could carry about anything he wanted to.

Business was rotten. The city stores were pushing in, and the mail-order houses, and there was a new chain store in town, and he didn't know what he'd do if the Republicans didn't get back in power—wasn't that ridiculous, blaming all that on the Democrats?—and a lot more stuff like that. Plumb blue and discouraged. He meant it, too, for he cut my order down to half, which peeved me.

"Nothing to it," I said. "There ain't any reason for your business being bad at all. Not a little bit! There ain't a thing in any of the reasons you've doped out at all. You can do business and you can make money. Anybody can who's got a store like this."

Now I know all right that a few thousands of you fellows that are reading this are saying "listen to the darned fool!" I can hear you, but it don't muss my hair the least little bit. I've grown up on being called a darned fool—got fat on it. Why if I was sitting in a room with a bunch of people and somebody stuck his head in the door and called "Hey you darn fool," I'll bet I'd answer before I thought.

So you see a few "darned fools" more or less ain't going to make any difference to me.

He didn't call me one in so many words, but it come to the same thing.

"What dream's this?" he said. "Who are you, to talk like that? The Emperor of Germany or the great Dr. Know-it-all?" Real sarcastic.

"I'm plain little me," I said, "and I never take an order without delivering the goods. I can show you, and I'm going to give up ten minutes of my valuable time, worth ten dollars a minute, to do it."

"This is going to be good," he said, most disrespectful.

"You've got a store, ain't you?" I said.

"Right," he said, "we're together so far."

"And a good force of clerks?"

"Right again. These are sure great thoughts."

"How many customers have you got—regular customers?"

"Oh, about a couple of hundred."

"And of course every one of 'em represents a family and that family is using every minute a lot of stuff beside what you sell 'em, ain't they?"

"They are."

"All right. Sell some of that other stuff to these two hundred pals of yours. That's it."

"Oh, great! It's a miracle!" Not a word of thanks—he didn't even ask to kiss me.

"Don't see it, do you?" I said. "Sure! I see it. It's a scheme."

"You do *not* see it—if you do you'd be making out your check for a thousand dollars as a slip token of appreciation. But you a-going to see it if I have to live here with you all the rest of my life."

"Listen here. You know even one of these two hundred people personally, don't you—know 'em well enough to speak to 'em and call 'em by their names, don't you?"

"Sure." "And they have confidence in you, don't they, strange as that may be."

"I suppose they do, or they wouldn't buy here."

"All right. You've got 'em buying right now."

"Why you're actually sweating, aren't you?" he said. "I believe you've got fever—probably malaria fever. Better let me wire a doctor to your house."

"You don't sell a thing here but the one line," I went on. "If you

Getting \$20 for Writing One 6-inch Ad. of Moxley's Oleomargarine

Sounds like pretty good pay, doesn't it? You will get it if you win the first prize in the ad-writing contest on Moxley's Oleomargarine. Even if you win the second prize of \$10, or the third prize of \$5, you will be well paid.

¶ Have you ever seriously considered entering these ad-writing contests of ours? Have you noticed how popular they are—the standing of the contestants? Fling your hat in the ring and try your luck. You can write the ad. on wrapping paper and misspell every word—you still may get the prize. Ads. that will help to sell goods—not literary masterpieces—are what we want.

All Ads. in by Saturday, October 31, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

up one thing outside the line—
one thing—and do what I'll tell
you, you'll thank me the rest of
your life."

"What will the one thing be?" he
said. "How about a nice pink
g?"

"Say, if you don't cut this josh-
out, I may go," I said, "then
I'll lose the chance of your life.
I don't care what the thing is—it
might be some kind of a kitchen
pan, or anything else women are
interested in. You do as I tell you
and buy a few dozens of 'em and put
them on a table in front of the store.
Put a close price on 'em and tell all
our clerks to push 'em with every
woman that comes in. If you can't
sell 'em all in two days, you can cut
them up for sausage."

"What of it?" he said, "I suppose
you could sell a few pans, but what of
this? What would that do?"

"What would it do? What
could it do? Why this is what it
could do. If you can sell pans, you
can sell other stuff, can't you? You
can sell anything! Why with all
the stuff that there is in the world
to sell, and two hundred ready-
made customers waiting here to
buy it, it's a cinch!"

"I'm in the gro——"

"Wait!" I broke in, "if you're
starting to tell me you're in the gro-
cery business, don't do it, because
I probably bite you. I've heard
that old pooh pooh talk so blamed
often that I see red now when any-
body hands it to me. You're in
business to make a living, ain't you?
What difference does it make what
you sell to make a living, if it's
cent? You say the grocery busi-
ness is rotten—all right, spread it
t."

He smiled and got up. I won't
know until I go back there whether
his golden words took root or
not. I know this—that when I got
out of there, after trying to do him
a good turn, I felt the sweat run
down my noble buzzom.

THE STROLLER.



This is the Flavor

that stands every test of
heat or cold. Housewives
and confectioners want

MAPLEINE

for lasting and delight-
ful flavor.
ORDER FROM
JOHN DEAN, 801 Empire
Bldg., Pittsburgh, Pa.
H. H. SIMPSON, 841 Elli-
cott Sq., Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

THE MILK THAT SELLS



ADVERTISING AND QUALITY MAKE

Borden's Eagle Brand Condensed Milk

Borden's Peerless Brand Evaporated Milk

THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on **Borden's Milks** but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend **BORDEN'S MILKS** because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXI.—The Local Merchant's Protection Against Outside "Transient" Competitors.

From a representative of the Pennsylvania Retail Merchants' Association I have a letter making the following suggestion: "Won't you pay some attention in your legal articles to the transient merchant question. So many towns are asking me what they can do to keep out the transient vendor."

Fortunately I can handle this so that it will be equally interesting and applicable to retailers of other States, as the fundamental law of the subject is substantially the same everywhere.

The situation which retail merchants are complaining of is typically this: There will be in a given town the usual number of established retailers, all citizens of the place and all contributing in one way or another, to the local expenses. Into such a town there will come other men with goods to sell—peddlers, agents, auctioneers, salesmen of outside concerns, taking orders from consumers. Of course none of these pay anything toward the upkeep of the place—they have no interest and no part in it outside of the dollars they can take out of it. Every dollar's worth of business which they get is lost to the local merchants, who in almost all cases are the more deserving of the two. Consumers, however, are not discriminating, and it often seems as if they prefer to buy goods from outsiders and strangers.

What can be done to keep the itinerants out? Is there any way in which the local trade can be preserved for the local merchants, so far as peddlers, agents, auctioneers and outside salesmen are concerned? The answer is that there is no legal way in which the itinerants can be kept out absolutely, though they can be curbed to a certain extent.

Generally speaking, any city, town, borough or township has the

power to pass an ordinance taxing, licensing or regulating the transaction of business within its boundaries. This power includes the power to impose what is often called an occupation tax or license.

I say as a general thing that cities, towns, etc., can pass such ordinances. There are some exceptions, though not many. The power is derived from the general and fundamental law of the States. Of course I cannot go into the question as to which States grant this power to their cities and towns, but suffice it to say that in practically every State of the Union it is possible for the cities, towns, counties, boroughs, etc., in it to pass some sort of an ordinance taxing occupations.

There are two fundamental requirements as to such ordinances: 1, they must be reasonable and they must not destroy business under the guise of a taxing ordinance; and 2, they must not discriminate between residents and non-residents. Many hundreds of such ordinances have been declared unconstitutional by the courts because they violated the second requirement. It was a natural error, for non-residents were what these ordinances were aimed at, therefore it is not surprising that they sought to tax only non-residents who came into the territory and sought to sell goods. The law, however, is very clear that this cannot be done. An ordinance imposing a tax upon a transient business, or compelling it to obtain a license before operating, must tax transient business done by residents as well as by non-residents.

With the above conditions in mind, and speaking generally, the average city, county, borough, township or other municipal subdivision can pass a perfectly legal and valid ordinance imposing a tax or license upon all peddlers, canvassers, agents, salesmen, or other

representative or person who does business within the city limits, "doing business" meaning offering goods for sale. But as pointed out, such an ordinance must include local peddlers, canvassers and agents or it will be bad. Or it can pass an ordinance taxing all transient business.

I find by an examination of the cases that most cities and towns have met this problem by imposing a tax or license on "transient" business, this of course including transient business carried on by residents of the place as well as by non-residents. It seems to me that this would meet most cases, for the outside business is almost always transient, meaning that it is not constant, regular and continuous, and that it may be here to-day, gone to-morrow and perhaps back again next week. That is certainly transient business and it can be taxed or licensed.

What tax or license fee can be imposed? It must be reasonable or it will be set aside. As one case has it, "the authority to tax or license does not include authority to impose a prohibitory tax upon a useful occupation." A business cannot be suppressed through a tax or license.

I suppose a tax or license fee up to \$25 would be upheld.

In many places these ordinances already exist—they are simply not enforced, because nobody has made it his business to see that they were. In other places ordinances primarily intended to prevent peddling are phrased broadly enough to include canvassers of a more important type. For example in Pennsylvania the official definition of peddler is "one who carries from house to house small packages of goods, for the purpose of offering same for sale." It makes no difference whether the goods belong to him or belong to somebody else who pays him a salary to take them about.

My point is that this definition is broad enough to include many canvassers and outside business people who do not consider themselves peddlers at all. In such cases it would merely be necessary to enforce the peddling ordinance which exist almost everywhere in the United States.

A taxing or licensing ordinance is bad if it interferes with interstate commerce, and a very large number of small communities, while making fully endeavoring to protect their own merchants, have seen their efforts defeated by failing to remember that. No city, town, borough, township or county can tax or license a canvasser, sample agent, salesman who represents principal doing business outside the State and who solicit orders by sample otherwise, for goods which have yet been brought into the State, if they have been brought in, still in the original packages. The shipment of goods under such circumstances is interstate commerce and no agent engaged in it can be compelled to pay a tax or license by a State or any subdivision of a State. Even where residents and non-residents have been taxed alike the ordinance will be bad.

It is not interference with interstate commerce, however, where goods have been brought into a State and are in a warehouse with the original package broken. Goods removed from the original package cease to be a part of interstate commerce, and anybody offering them for sale can be taxed or licensed.

Would a \$25 tax or license include any of the itinerants? Undoubtedly it would exclude some, probably a great many—especially if many communities were imposed such a tax at the same time, thus forcing the outsider to pay several \$25 fees.

(Copyright, October, 1914, by Elton J. Buckley.)

Question: "B," Greencastle, Pa.—On October 27, 1913, I bought from B, of Rochester, N. Y., some garden seeds about twenty bushels of onion sets, to be shipped March 1, 1914, but in the meantime the price went up over \$3 a bushel by their catalogue, and they did not send any seeds at all. I wrote to them on about the 1st of April and they wrote to me that they notified me when they received the order from their salesman that they could not fill it, but I wrote back and took an oath that I did not give the letter. They say they have it on file. Now I sold the onion

the last part of March or 1st April for \$2.75 per bushel, but not get them. What I want know is if I can come on them the difference between \$1.50 and \$2.75, which would be \$1.25 per bushel? I have their contract for the sale which the salesman gave me.

Answer.—If the salesman had authority to make the contract with you and there without it having been accepted by the house, you could hold them for the difference. If the salesman had no authority to make more than submit orders to the house, then the house did not at it had a perfect right to do so. It turned the order down when the salesman sent it in. I am of the opinion, however, that it would not have to show that its letter actually reached you. If it could prove that the letter was deposited in the mails, that would be enough. As a matter of fact, under the terms of this transaction an order was not an order until accepted, the house did not have to do anything.

The core of the case is the salesman's authority. Of course you can't tell that altogether, but the law allows you to judge from the salesman's previous dealings with you, or from his previous dealings with other people, known to you. If you can show that he evidently had authority to accept orders on the spot, without first submitting them to the house, you can hold the house now. The contract which you say you have, ought to throw some light on this.

Question: S. N. Kowel & Co., Philadelphia, Pa.—We endorsed a note for a friend of ours who lives in Philadelphia. He had been keeping it alive until last July, but without paying anything on the principal. He now fails to reply to the note or to us. He is an heir to one-half of one share of an estate. What would you advise?

Answer.—You may be liable as endorser or you may not. If when the note remained unpaid at maturity the bank promptly gave you notice, you are liable, and the bank can either collect from the maker of the note, or from you. Naturally they will prefer to go against the maker, as you are more convenient. If the bank proceeds against you, and you have to pay the note, the bank for you to do is to bring suit against the maker of the note wherever you can find him, and

This is the FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"This is the famous FRANKLIN CARTON SUGAR. The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient CARTON. I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

get judgment against him, which you can easily do. With the judgment you can levy upon his share of the estate, if it is where you can reach it, and in that way you ought to be able to get your money.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pearline to Be Revived.

Now That It Has Passed Into New and More Active Hands, an Effort Will Be Made to Build It Up Again.

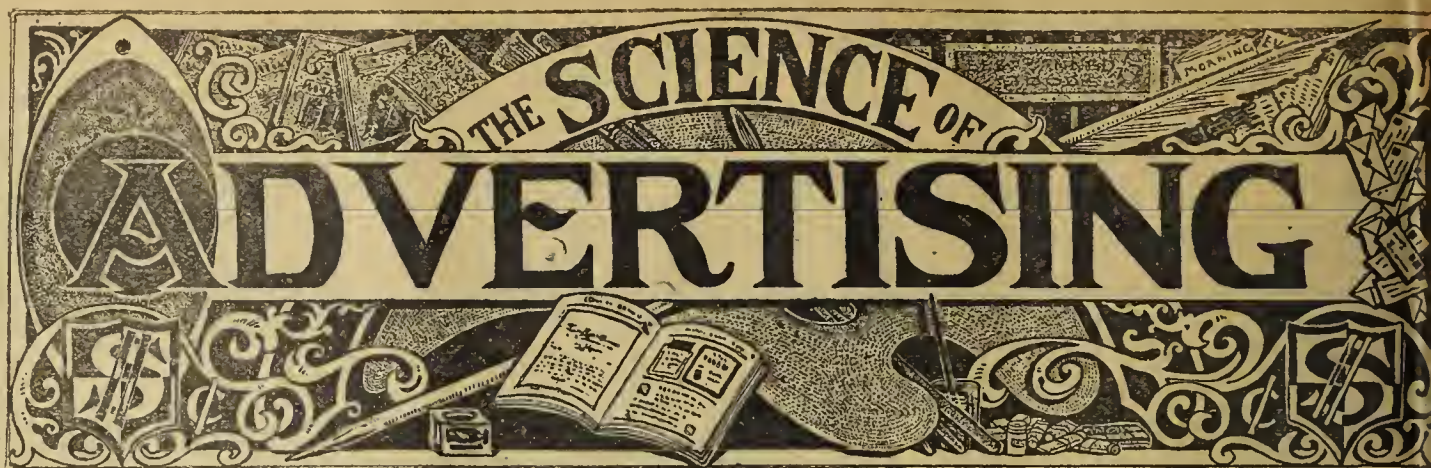
Great interest was taken in last week's brief announcement that Pyle's Pearline had been sold to Procter & Gamble, manufacturers of Ivory soap. News comes from Chicago that an effort will be made to build up the brand again and get back some of the business it has lost.

Pearline has always belonged to James Pyle & Sons, which is an old house, organized in 1848. Pearline dates from 1877, when it was started on a shoestring and an advertising contract. The brand took from the start and by 1904 the Pyle concern was spending \$500,000 yearly in advertising. Later, however, the business began to go backward and when it was sold last week was a mere fraction of its former volume.

The Pyle concern also owned "Soapade," "O. K. Naptha Washing Powder" and "O. K." lye, none of which have ever amounted to much. Procter & Gamble took them over also.

Kansas Pure Shoe Law is Good.

The Kansas pure shoe law has been held valid by Judge A. W. Dana, of the District Court, sitting at Topeka. The Judge held that the law was a proper police regulation for the prevention of fraud in the manufacture and sale of shoes. The 1913 Legislature enacted the law, which provides that any shoe that contains any substitute for leather in any way or part must bear a label showing the use of the substitute. Many shoemakers use paper, fibre board and other substances in the counters and insoles of shoes. The shoemen assert that the substitute counters, insoles and other parts are better and cheaper than those in which pure leather is used entirely.



The experienced grocer or general storekeeper in the average sized town soon comes to know, if he tries it out, that he can always depend on getting results from advertising "special days" or special events, if the advertising is properly done, and the special feature, whatever it is, has any interest for his customers. The reason for this, according to my analysis of it, is that the public likes excitement—new things, little functions out of the ordinary. It likes a store to be alive and to have things going on. People are always willing to meet such a store half way.

M. L. Jackson & Sons, grocers, Hammononton, N. J., are using such a scheme, according to a batch of circulars they send into this department. The following is printed on the back of one of them, and explains the idea:—

An Explanation of DOZEN DAY

In order to take some of the strain from busy Fridays and Saturdays, and at the same time give you good service, we pay you for ordering your week's supply of package goods on Thursdays.

Hardly a week goes by but what you use a dozen packages of groceries. Instead of ordering one or two a day, as you run out of them, why not put on your thinking cap and bunch them up?

By ordering a dozen at a time, on Thursday, you get a

10 per cent Discount.

You cannot lose. You need the goods. You have our entire stock of best quality groceries to select from. This offer is good on Thursdays only.

Discount allowed only on even dozens, and not applicable to bulk goods that we have to put up.

M. L. JACKSON & SON.

Next to Post Office.

Another circular, which I have had photographed and reproduced below, shows further how the idea is advertised:—

THURSDAY IS DOZEN DAY IN Our Grocery Department!

You Save Ten per cent if you Buy by the Dozen

Every business has times when it has too much to do, and other times when more can be done easily. Thursday is the day when we can do more. If we can shift some of our Friday and Saturday business forward into Thursday it will be worth money to us; so we pay you for anticipating your wants by buying a dozen at a time.

This is good only on Thursday.

We save delivery expense. You save TEN PER CENT, have a full pantry, and are always ready should company come suddenly.

To make this saving, you do not have to buy something you do not want, or too much of something you do want. You can buy one dozen of one thing, or an assortment.

Discount on half-dozen lots only five per cent. Discount allowed only on even dozen or half-dozen.

DOZEN-DAY SUGGESTIONS:

- Tartan Tomatoes, 15 cts. per can
- Nectar Peas, 18 cts per can
- Tartan Corn, 15 cts. per can
- Grape Nuts, 14 cts. per package
- Corn Flakes, 10 cts. per package
- Shredded Wheat, two pkgs. for 25 cts.
- Dutchess Catsup, 10 cts. per bottle
- Mason Jar Olives, 28 cts. per jar
- Hires' Root Beer Extract, 15 cts per bottle
- Kingsford's Corn Starch, 10 cts. per pkg.
- Jello, seven flavors, 10 cts. per pkg.
- Huyler's Sweet Chocolate, 5 cts. per cake

This list is merely to show how easily you can make up an order for a dozen, and save the discount. You have our entire stock to select from. Prices and quality are right.

Respectfully yours,

M. L. JACKSON & SON.

Next to Post Office.

At the bottom of the dozen day idea lies its real advantage to Jackson & Son—the fact that the expense of selling a dozen is no more than the expense of selling one. They are probably still ahead even after allowing the 10 per cent. discount. More than this, they have their customers filled up so that they will not buy of anybody else in the meantime. It is a good scheme, and probably every grocer could adopt it with profit. It could not be used by general storekeepers with the same effectiveness, because outside of groceries the needs are not every day needs in the same sense and you can't induce people to buy ahead as easily.

Jackson & Son's advertising matter is well written and shows care in prepara-

tion. I don't know what sort of a plan Hammononton is, and whether this is the kind of advertising best adapted for it, but if it is, I should expect to get steady results from this advertising.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter
fee Mill which cost \$17; will sell
\$9. This mill was only in use ten
ks. Am now using an electric mill.
one Switzer Cheese Cutter, which
\$4; will sell for \$2, as we are
g a U. S. Slicer. This was also in
only ten weeks. Jos. O'NEILL,
1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following.
uld like to dispose of same:—
½ cases of Hummel Coffee Essence,
in good order; will sell for \$2 a
s, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire
Starch; it is used same as Elastic
ch. Each case contains 72 pack-
s. We are willing to dispose of
n for 2 cents per package. They are
regular 10-cent size and were packed
he Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

Have a modern iceless soda foun-
with pumps, a ten-foot outfit; solid
ble; has only been in use three
ths. Cost us \$1,200; will sell for \$650
f. o. b. Waynesboro. Everything
good as new.

STANDARD GROCERY CO.,
5 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and
ld like to dispose of same:—
three hundred packages of "Wonder
ch," a ready-to-use polishing cloth,
specially prepared for cleaning and pol-
ing brass, copper, etc. Retail for
cents; cost \$1.45; will sell at \$1.15
dozen. Glad to submit samples to
one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

Have almost a case, about 3½ dozen,
Mother's Cleanser; also about 20 pack-
s of Quaker Cracked Wheat on
r, in first-class shape and new.
ther's Cleanser was \$3.25 a case, 4
less 4 per cent., \$3.12. Cracked
eat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal
value: One Electric Sign, glass sides,
about 3 x 4 ft., wired with electric
lamps, suitable for grocery and delica-
tessen; will sell for \$10. Also 4 two-
branch combination gas and electric
chandeliers; cost \$7.50 each; will sell 4
for \$12. And 1 large 4-burner gas lamp,
with extra glass globe, for either inside
or outside lighting; cost \$12; will sell
for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Chris-
tian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1.
These are good stock, but are a little
off on style.

Two pairs boys' medium weight shoes,
size 1½ and 2, at \$1.

Four pairs ladies' canvas top Ox-
fords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8.
These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill
refrigerator, used only a year and a
half. Have discontinued meats and
therefore have no use for it. Box ab-
solutely up to date, 6 x 7 x 10 feet high,
with four compartments, holding fresh
meats, smoked meats, butter, cheese, etc.
Cost me \$350 only 18 months ago; will
sell for little more than half to move
quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with
scoop. Cost \$75, will sell for \$15. In
perfect condition.

Also country-lard by the can, at 11
cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high
power touring car for a stock of gro-
ceries. This car has genuine 5 x 5
Continental motor, that will develop 60-
horse power, and first-class construction
in every particular. Address S. B. H.,
care Grocery World Publication Co.,
927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick
Blue, 2 cases of the 10-cent size and
1 case of the 5-cent size, which we will

dispose of at any reasonable price, as
we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 28.

Here are a few slow sellers I wish
to sell:—

One box 6-pound Swiss Milk Cocoa,
Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this
year; absolutely new goods. Will sell
at cost prices—prepay freight charges to
any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil
Tank in first-class condition, which I
will sell for \$12.00. My object of selling
is due to having to replace with larger
tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Econ-
omy Fruit Jars, cost 65c. pints, 80c.
quarts, 95c. two quarts. Will sell for
55c. per dozen if party will take entire
lot of three sizes, f. o. b. Wellsville,
N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigera-
tor, Standard make, which I wish to sell
for \$50; cost \$100. Also a National
cash register, throws a receipt, individ-
ual clerk keys, for \$50. Both in good
condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body
wagon, with brake; weighs about 1,400
pounds; in first-class condition; will
sacrifice for \$65.

Also a fine rubber tire cut-under, built
by Courtland Carriage Works; has sum-
mer and winter doors; in good condi-
tion; will sacrifice for \$35.

Also a brand new cheese cutter, never
been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale
in first-class condition, which cost \$35;
will sell for \$15 cash.

We also have on hand 1 Johnson &
Johnson beef cutter, in first-class condi-
tion, which cost \$40 when new; will sell
this also for \$15 cash, both f. o. b. Free-
hold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator,
floor case 6 feet in length, 42 inches high
and 25½ inches wide. Top of case is
fitted with beveled plateglass. Front
and ends are DSA quality glass. In-
side of case is fitted with moisture pan
and slatted shelf; also two heavy plate-
glass shelves, supported by brackets.

This refrigerator is practically as
good as new. Price \$45, f. o. b. Johns-
town.

THE CUPP GROCERY CO.

Offer No. 35.

Kindly advertise the following arti-
cles, of which I have an over-supply:
1 gross No. 10 X-Ray Stove Polish,
at \$4 per gross.

2 gross No. 5 X-Ray Stove Polish, at
\$2 per gross.

Several thousand paper bags in ¼
and ½-pounds, at 15 cents per 1,000.

Several thousand paper bags in 1-
pounds, at 35 cents per 1,000.

B. B. CROMPTON,
Northampton and Washington Sts.,
Wilkes-Barre, Pa.

Offer No. 36.

I have one Johnson & Johnson beef
cutter in good working order, cost me
\$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew
peanut roaster and warmer, equipped
with gas burners, on wheels, in first-
class condition. Will sell for \$20, cost
me \$65. Both f. o. b. Freehold, N. J.
If you don't want to buy, what have
you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale
in quantities of not less than 50, 500
fluted aluminum pint molds, well made
and strong. Will sell at 7 cents each,
which is below cost. Sample sent on
receipt of 10 cents.

Also two gross of aluminum orange
juice and lemon juice extractors, which
we offer at \$5 per gross. Address Box
174, Montclair, N. J.

Important Notice to those Advertis- ing in the Exchange Department.

If the goods advertised do not move
after four weeks, will the owner kindly
notify us, so that the offer may be dis-
continued? We desire to keep the de-
partment as clean and fresh as possible,
and if goods don't move in four weeks,
they will probably not move at all.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

Safety Matches

Non-Poisonous

Price for 5 cases
less than
and over 5 cases
per case per case

| | | |
|---|--------|--------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 6 bxs in pkg, 20 pkgs (100 bxs) in case | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case. | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

PATENTS

and Trade-marks procured promptly
— and properly in all countries —

Davis & Davis, Washington, D. C.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—Waste paper baler, new or second-hand; must be in good condition. Address Bauer & Harrison, 620 N. Second street, Philadelphia. 20

WANTED.—One used paper baler, small size, iron. State price, etc. Address Herbert W. Owen, Toughkenamon, Pa. 16

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Store, established 25 years, doing \$35,000 or more a year. Will sell for \$3,500. Carries \$3,500 worth of stock. Address G. H. Hullfish, New Brunswick, N. J. 20

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—A retail tea and coffee store, equipped with A. J. Deer roaster and grinder. A fine opening for the right party. Address H. Ohse, Orlando, Fla. 16

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500.

Address 5816 Vine St., West Philadelphia. 25

FOR SALE.—A grocery store and full stock of fresh goods; equipped with Walker patent bins, electric coffee mill and roaster, slicing machine, Toledo scales, four-drawer National cash register, two large display refrigerators, one large show case, automobile. Reason for selling, other business interests. A snap for the man who means business. Call on J. Warren Frame, 120 E. Gay street, West Chester, Pa. 16

FIXTURES

WANTED.—Ribbon show case, 38 inches high, 26 inches long, 12 inches wide, 12 glass racks each on pivoted rod, to hold 100 pieces. Address A. T. Jenkins, St. Clair, Pa. 16

FOR SALE.—Pair Angldile computing scales, good as new; no use for same; price \$50. Address LaRue & Pyatt, N. E. Cor. Union and Buttonwood Sts., Lambertville, N. J. 18

FOR SALE.—A Johnston swing knife meat cutter, for which I paid \$40, used less than two years, in perfect condition, for \$7.50. An Enterprise cutter for \$2.50, and a peanut hotter, costing \$8, for \$2, f. o. b. Slatington. Address E. F. Kern, Slatington, Pa. 21

MISCELLANEOUS.

FOR SALE.—Choice varieties of fall and winter apples, \$1.75 per barrel, in three to five-barrel lots. Barrels well filled. F. o. b. cars here. Cash or A No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 20

FOR SALE.—Would like to make arrangements with first-class retail mer-

chants in large towns and cities to handle some of my strictly fresh eggs. Address Luther G. Welch, Bridgeville, De.

FOR SALE.—One six-spring light wagon, covered sides, new top, good condition; \$20. Address W. H. Mahon, 4300 Fleming street, Roxborough, Philadelphia.

AUTOMOBILES

FOR SALE.—A Ford delivery car in good condition; cheap. Address Crockett & Ellis, Fredonia, N. Y.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of stock fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12

Your Customers' Appetites

When things taste best, we all eat most. Bread made with

FLEISCHMANN'S YEAST

has that wholesome wheat flavor and tends to make us eat more of everything the grocer sells. Boost your sales by pushing Fleischmann's Yeast.

THE FLEISCHMANN CO.

A Bright Store

is a prosperous store. Look up and down your street and see which stores are doing the big business.

¶ You will see that the well-lighted stores—the Electrically lighted stores—are the ones which are prosperous.

¶ We will be glad to assist you in installing the most economical and efficient lighting system for your store.

The Philadelphia Electric Co.

Tenth and Chestnut Streets



We Send Sales to You!

By distribution of our booklet and by other advertising, we teach consumers a hundred ways to use RED SEAL LYE and send them to your store ready to buy. Ask us how to *clinch these sales in your store*. We'll gladly explain and help you.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

WHAT TO TELL CUSTOMERS

"RED SEAL LYE pleases my customers best. Notice how convenient it is to sift out as needed through the sift top can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants.



Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LVIII.

PHILADELPHIA, October 26, 1914.

No. 17.



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PUBLISHED WEEKLY BY THE
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{ Filbert 3287. Keystone, Race 746.
Private Exchange.

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chants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Dealers' Influence Far Ahead of Any Other Method of Introducing Proprietary Products

Some Exact Figures Which Show That Many More People Use a Thing Through the Grocers' Influence Than From Advertising, Canvassing, Demonstrating or Anything Else.

Not long ago the St. Louis "Republic," a well-known Missouri newspaper, started out to gather some information about advertised brands of food products which nobody, so far as we know, has ever gathered before.

Into the hands of over 1,000 women were placed the names of 110 commodities which are sold both in package and bulk form. The women were asked to write which of these brands they preferred, and to state how they came to use it, whether by seeing it advertised, having their grocers recommend it, through advertising matter sent them by manufacturers, by friends' recommendation, by a store demonstration or by being influenced by canvassers. The reports that 1,044 women supplied are intensely interesting and important.

A sample tabulation was made as to chocolate. Of the 1,044 housekeepers 913 use chocolate. In this table are shown both the number and the percentage of people using each particular brand. As many did not indicate initials, W. H. and Walter Baker have been combined in the schedule:—

| | | |
|----------------------|--------------|--------------|
| Baker's | 672 | 73 per cent. |
| Blanke-Wenneker. 134 | 14 per cent. | |
| Lowney | 43 | 5 per cent. |
| Hershey | 24 | 3 per cent. |
| Panama | 15 | |
| Runkels | 11 | |
| German Sweet ... | 4 | |
| Larkin | 3 | |
| Peters | 2 | |
| Stollwerck | 1 | 5 per cent. |
| Crofts | 1 | |
| McDonald | 1 | |
| Huyler | 1 | |
| Plow | 1 | |

Total 913

According to the reports, the influence of the grocer on the sale of chocolate runs from 21 to 53 per cent. The next highest influence on the brand which has been most exploited in St. Louis is the newspaper, which is 21 per cent. The newspaper leads all other forms of advertising by more than 150 per cent.

The 19 per cent. who gave "no reason" were probably largely in-

fluenced by advertising, and 10 per cent. was credited to "a friend."

It was shown that Quaker Oats is the best selling cereal in St. Louis with only 28 per cent. of the market, because there are 12 other advertised brands—but the 13 advertised

| PRODUCT | Number Using | Percent Using | No. Using Best Seller | Percent Sales Best Seller | No. Advert'd Brands | Percent Sales Advert'd Brands | No. Non-Advert'd Brands | Percent Sales Non-adv. Brands |
|-------------------------------------|--------------|---------------|-----------------------|---------------------------|---------------------|-------------------------------|-------------------------|-------------------------------|
| Applebutter | 409 | 39 | 243 | 59 | 1 | 59 | 31 | 41 |
| Bacon | 833 | 80 | 371 | 44 | 5 | 68 | 33 | 32 |
| Beans, Baked | 857 | 82 | 301 | 35 | 5 | 93 | 24 | 7 |
| Baking Powder | 1,023 | 98 | 352 | 34 | 4 | 91 | 22 | 9 |
| Butter | 793 | 76 | 256 | 32 | 4 | 62 | 55 | 38 |
| Cakes | 550 | 53 | 190 | 34 | 4 | 67 | 37 | 33 |
| Candy | 707 | 68 | 277 | 39 | 10 | 89 | 28 | 11 |
| Catsup | 828 | 79 | 270 | 32 | 5 | 89 | 32 | 11 |
| Chili Sauce | 462 | 44 | 154 | 33 | 3 | 89 | 19 | 11 |
| Cereals | 891 | 86 | 261 | 28 | 13 | 98 | 21 | 2 |
| Chocolate | 913 | 90 | 672 | 73 | 4 | 97 | 10 | 3 |
| Cocoa | 857 | 82 | 538 | 62 | 5 | 96 | 5 | 4 |
| Cocoanut | 450 | 43 | 292 | 65 | 2 | 96 | 6 | 4 |
| Coffee | 821 | 79 | 547 | 67 | 2 | 77 | 31 | 23 |
| Cleanser | 861 | 82 | 418 | 48 | 3 | 94 | 12 | 6 |
| Crackers | 848 | 81 | 418 | 49 | 2 | 79 | 9 | 21 |
| Dessert | 626 | 60 | 211 | 33 | 4 | 95 | 8 | 5 |
| Extracts | 918 | 88 | 410 | 44 | 1 | 44 | 52 | 56 |
| Fish, Tuna | 544 | 52 | 492 | 90 | 1 | 90 | 10 | 10 |
| Flour | 1,032 | 98 | 400 | 39 | 4 | 62 | 30 | 38 |
| Ham | 771 | 74 | 329 | 42 | 5 | 72 | 15 | 28 |
| Ham and Bacon | 809 | 77 | 364 | 43 | 7 | 69 | 43 | 31 |
| Macaroni | 782 | 75 | 474 | 60 | 4 | 93 | 29 | 7 |
| Matches | 908 | 87 | 779 | 70 | 2 | 81 | 17 | 19 |
| Meats, Canned | 271 | 26 | 139 | 51 | 5 | 86 | 7 | 14 |
| Mince-meat | 644 | 61 | 250 | 38 | 3 | 91 | 10 | 9 |
| Milk, Evaporated | 597 | 57 | 254 | 42 | 1 | 34 | 23 | 66 |
| Peanut Butter | 620 | 59 | 205 | 33 | 3 | 74 | 14 | 26 |
| Shoe Polish | 782 | 75 | 299 | 38 | 3 | 81 | 11 | 19 |
| Soap, Laundry | 946 | 91 | 401 | 43 | 10 | 93 | 21 | 7 |
| Soup | 748 | 71 | 441 | 59 | 2 | 89 | 7 | 11 |
| Tea | 545 | 52 | 229 | 42 | 3 | 69 | 13 | 31 |
| Average Number and Percentage | 739 | 71% | 351 | 47% | 4 | 80% | 21 | 20% |

There is an "influence" analysis of six best sellers—chocolate, bacon, crackers, baking powder, catsup and macaroni. It was found that out of 913 consumers using chocolate, 353 were led to use the particular brand through their grocer, 90 through a friend, 35 through newspaper advertising, 7 by billboard advertising, 12 by street car advertising, 44 through magazine advertising; 131 gave no reason.

Out of 833 using bacon, 224 were influenced by grocers, 34 by friends, 14 by newspaper advertising, 22 by billboards, 1 by canvassers, 6 by street car advertising, 14 by magazine advertising. Fifty-six gave no reason.

Out of 848 using crackers, 218 were influenced by grocers, 22 by friends, 30 by newspapers, 29 by billboards, 3 by canvassers, 20 by street car advertising, 24 by magazine advertising. Seventy-two gave no reason.

brands control 98 per cent. of the market, while 21 non-advertised brands divide 2 per cent. of the St. Louis consumption.

Here is a fairly complete table analyzing thirty-two products, from data compiled from the 1,044 reports. The figures show the number and percentage using the product out of the total number of 1,044; the number using the best seller; the percentage of the whole sale which the best seller had; the number of advertised brands sold in all the lines, and the number of non-advertised brands, and the percentage of total sales which the non-advertised brands had:—

Out of 1,023 using baking powder, 187 were influenced by grocers, 55 by friends, 16 by newspapers, 2 by billboards, 5 by street cars, 18 by magazines and 69 gave no reason.

Out of 828 using catsup, 142 were influenced by grocers, 23 by friends, 16 by newspapers, 1 by billboards, 1 by canvassers, 15 by street cars, 26 by magazines and 46 gave no reason.

Out of 782 using macaroni, 123 were influenced by grocers, 33 by friends, 44 by newspapers, 45 by billboards, 3 by canvassers, 15 by street cars, 9 by magazines and 102 gave no reason.

Our Goods Wanted in Switzerland.

The Swiss merchants hope to be able to import cured and fresh meats from the United States, as the local prices have already risen from 10 to 20 per cent. Sugar is selling to-day retail at 4.41 cents per pound. The price of bread has increased very little. There is a splendid opportunity for American

dried and preserved fruits to enter the market permanently. The consul has tried for some time to make an entering wedge, but has made little progress. There is sufficient pork in Switzerland to supply the demand for a few months. The farmers have already requested that the people eat pork instead of other meats, as the feed supply is rapidly giving out; hence it is believed by the Basel Chamber of Commerce that it will be necessary within a few months to import fresh pork. Petroleum is already scarce, and gasoline is not to be had at all. The supply of raw tobacco, barley, oats, corn and flour will last from three to five months.

Mail Order Houses Can't Push It Over These Merchants Any Longer.

Pen Argyl (Pa.) Protective Association Now Turns Down Mail Order Concerns Who Ask For Credit Information on Customers.

Special Correspondence of "Modern Merchant and Grocery World."

Pen Argyl, Pa., October 19, 1914

The mail-order houses are still persistent in securing credit rating information from retailers. It has become such a nuisance in Pen Argyl, Pa., that the association replied to all inquiries with the following letter:—

Gentlemen:—We are in receipt of asking for information regarding the financial standing of In answer to the same, kindly let us say that as a member of the above association, we have decided not to furnish any concern with such information, at least until we are thoroughly acquainted with the conditions of the case. Mail order houses very often get this information from a local merchant, through a rating syndicate, and sell the party such goods as they should buy at home.

We believe in home trade, and think that we are doing ourselves, as well as our fellow merchant, an injustice when we furnish such information without knowing by whom and for what purpose it is to be used.

Should you see fit to acquaint us with the real facts concerning the case, we would be willing to give the matter further consideration.

W. S.

NOTE.—It would be a splendid thing if all mercantile organizations did this. No such stupendous exhibition of cheek has ever been given than the request of the mail-order houses for credit information from the merchant they are preparing to rob.—Ed.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
 { Keystone, Race 746

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 6

Does the retailer who gives his jobber an order and then carelessly cancels it, sometimes even after it is shipped, realize how absolutely unfair he is? He has made a contract with the jobber, as legal and binding as a written contract for the purchase of real estate. Entirely outside of the legal aspects of the case, he has not the slightest *moral* right—any more than the jobber would have—to throw that contract over.

In the interest of general commercial honesty and fairness, let us all remember, when we sign an order, that we have bound *with our name* something that deserves to be respected.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia
Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia
Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia
J. Frank Shull & Co., 14 S. Front St., Philadelphia
Githens, Rexasmer & Co., 40 S. Front St., Philadelphia
Wm. J. Graham & Co., 985 N. Second St., Philadelphia
Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia
Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia
Wm. Montgomery & Co., 999 N. Second St., Philadelphia
John Price & Co., 3432 Market St., Philadelphia
Thos. Roberts & Co., 116 S. Front St., Philadelphia
John Scott & Co., American and Diamond Sts., Philadelphia
Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia
J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia
Schwenk & Caldwell, 35 N. Third St., Philadelphia
William King & Co., 249 N. Second St., Philadelphia
Hiester, Reiff & Co., 36 S. Front St., Philadelphia
Drake & Co., Easton, Pa.
Kurtz & Mayers, Reading, Pa.
Crocker Grocery Co., Wilkes-Barre, Pa.
P. Minnig Co., Erie, Pa.
Lauderbach-Barber Co., Philipsburg, Pa.
Schneider Bros. & Co., Mount Carmel, Pa.

Contributed.

Here is an Awful Bang at Private Brands —Do You Agree With It?

A Manufacturer Who Packs Some of Them Says They Are Bad Business for Everybody—Manufacturer, Jobber, Retailer and Consumer. Says Average Private Label Brand is Inferior to Manufacturers' Own Brands.

The private label business is an economic loss to the manufacturer, jobber, retailer and consumer. Given goods of equal quality, we find that it costs a great deal more to place them in the hands of the consumer under a private label than it would if packed under the brand of the manufacturer himself.

Unfortunately, investigation has almost invariably shown that private label goods instead of being equal are as a rule far inferior to those which are packed by the manufacturer under his own brands.

The reasons for this are plain. It comes about naturally and could hardly be otherwise.

Why do some merchants want to handle goods under their own label?

It usually begins with a merchant who reasons that if he has goods put up under his own label, and places them among his trade he will establish a business which competitors cannot take away and that he can ask a larger profit on them. He is relying upon the confidence of his customers, and yet unwittingly he is destroying that confidence.

He thinks that by placing a contract with one manufacturer for all of his goods in a certain line he can get them at a cheaper price than if he used the manufacturer's own brand. He feels at liberty to establish his own prices, make as much profit as he wishes and frequently endeavors to convey the idea to the public that his business is of such proportions as to warrant him in manufacturing his own goods and that he does actually manufacture them.

At all events he has decided to sell under his own brand. He knows very little or nothing about the manufacturing cost or technical knowledge and skill required, but understands that his goods must come under the requirements of the Food and Drugs Law. Hence in nine cases out of ten his requisition to the different manufacturers ask-

ing for estimates reads about as follows:—

Please let us have your very lowest figure on goods manufactured under Brand, to comply with the Pure Food Law.

What is the result? If the manufacturer has any hope of securing the business he immediately figures on the very cheapest goods possible, anything that will comply with the law, and sends the merchant his prices.

Sometimes the merchant seeing that the manufacturer's estimate on his private label is a little lower than his price on regular brands believes he has "put one over" and is securing goods at lower figures, but does not take into consideration the difference in the quality. As a matter of fact, it costs the manufacturer 5 to 15 per cent. (in proportion to character of goods and guaranty) more to put up goods under a private label, for the reason that for his own brand he buys bottles, containers, labels, cartons, etc., by the million, whereas in furnishing private label goods he is compelled to figure on small quantities at much higher cost.

Frequently the formula is also different, requiring special lots of goods to be manufactured, which increases the cost of labor. The difference in goods and style of package often necessitates the work being done by hand, which on manufacturers brands is done much cheaper by machine.

This additional cost in production can be and is more than offset by lack of quality of the goods, and that is why a manufacturer's price on private label goods is often lower than on his own brands.

A great many merchants do not stop to consider all this; in fact, don't know it. They finally get their goods—the next thing is to put them on the market. They find that the field is full of keen competition. Manufacturers' brands have been sold for a great number of years and the chances are that

the merchant sold them too, but the manufacturer paid for all advertising and introduced the goods by his own salesman at great cost.

The merchant had no expense whatever along this line and his profit was good. With goods under his own name this burden is his and he is forced to shoulder the responsibility and expense of introducing a new line. It is needless to dwell on these difficulties.

Many housewives are willing to try something new but as a rule know the difference between goods which are simply pure and goods of high quality. These trial sales don't

make money for anybody and consumer reverts to standard brands.

The merchant is never sure of prices. He may possibly but probably build up a trade on goods only to have the manufacturer let him notice that he can no longer up the goods at the same price.

For some time the various authorities have been endeavoring to pass legislation requiring that name of the actual manufacturer show on all foods and drugs. This is done in the interest of the public on account of the deception which is practiced, to say nothing of the

A Merchant Who Sells Advertised Goods This Way is a General Trade Nuisance

Nationally Advertised Goods for Less

You can buy Nationally Advertised Goods in any store at the Nationally Advertised Prices. But you must come to the Boston Store if you want to buy them for less. We carry all the Nationally Advertised lines and you will always save money if you come here to supply your needs.

BOSTON STORE

We Do Not Ourselves to Any Association or Trust.

| | |
|--|--|
| President Suspenders President Suspenders, without a shadow of a doubt the best of the Nationally Advertised makes, Nationally Advertised price 60c, our price, per pair..... 38c | Men's Boston Garters The Boston Garter for men, made of a high-grade hile elastic, patent catches, Nationally Advertised price 25c; our price, any color, per pair..... 19c |
| Kellogg's Corn Flakes Kellogg's Toasted Corn Flakes, the Sweetheart of the Corn, the genuine has Kellogg's signature on package. Nationally Advertised price is 10c. Our price, per package, at..... 8c | Shredded Whole Wheat Shredded Whole Wheat, contains all the elements for building, nourishing and sustaining the human body, every package guaranteed. Nationally Advertised price is 15c. Our price, pkg..... 12c |
| Horlick's Malted Milk Horlick's Malted Milk for Infants, invalids, the aged and travelers, a concentrated nutriment of exquisite flavor. Nationally Advertised price, for the large size, \$1. Our price..... 79c | Pure White Fairy Soap Fairy Soap, a pure white floating soap for the toilet and bath, made from the purest materials obtainable. Nationally Advertised price 5c. Our price, per bar, at only..... 4c |
| Rub-No-More Washing Powder Rub-No-More Washing Powder, a new discovery, for easy washing, makes hard water soft, full pound package. Nationally Advertised price per package 8c. Our price 2 packages for..... 10c | Genuine Rival Wringer American Wringer Co.'s Rival Wringer, heavy rubber rolls, every wringer guaranteed for one year, strongly and honestly constructed. Nationally Advertised price is \$3.48. Our price..... \$2.48 |
| Wrigley's Spearmint Gum Wrigley's Spearmint Gum, the flavor lasts. Perfumes the breath. You don't have to buy it by the box. The Nationally Advertised price is 5c per package. Our price for..... 5c | Snow Mellow Makes delicious ice-cream, fillings, etc., without eggs, no cooking. Success is sure when you use it. Nationally Advertised price is 25c. Our price..... 22c |
| Van Camp's Pork & Beans Van Camp's Pork & Beans, prepared with Tomato Sauce, the most used in all government inspected, No. 2 cans. Nationally Advertised price is 15c. Our price per can..... 11c | Utility House Dresses Made of the choicest Percale, practical, easily adjusted, combination House Dress or Cover-All Apron, with reversible fronts. Nationally Advertised price is \$1.00. Our price, any size, only..... 85c |
| Friedman Bros. Dress Skirts The famous Friedman Brothers' Dress Skirts, made of all-wool Serge, with long tunic, perfect hanging, absolutely the very latest model. Nationally Advertised at \$3.98. Our price is only..... \$2.50 | Eagle Brand Milk Borden's Eagle Brand Condensed Milk, guaranteed pure cow's milk, preserved with best refined sugar. Nationally Advertised price 18c. Our price per can..... 14c |
| Salada Ceylon Tea Salada Ceylon and India Tea, very fine, highest award and Gold Medal at World's Fair, St. Louis, one-quarter pound package. Nationally Advertised price 15c. Our price only..... 12c | Women's Marcella Drawers Three garments in one, a closed drawer, an open drawer and a short skirt, buttons in front—fitted around the hips, falls full around the knees like a ripple petticoat. Nationally Advertised at 65c. Our price..... 49c |
| American Lady Shirt Waist Dozens and dozens of pretty styles, Voile, Crepe and Ratines, the very latest effects, all sizes, without question the best waist on the market at the Nationally Advertised price \$2.50. Our price choice..... \$1.49 | Pebeco Tooth Paste Genuine Pebeco Tooth Paste, whitens and cleans the teeth, hardens the gums, recommended by leading dentists everywhere. Nationally Advertised price 15c. Our price, per tube..... 38c |
| The Princely Dollar Shirt The Princely Dollar Shirt is without question the best of all the Nationally Advertised brands. The Nationally Advertised price for this shirt is \$1.00. Our price..... 79c | Roger Bros. 1847 Teaspoons Roger Brothers' 1847 Teaspoons, the highest grade silver-plated ware on the market, newest and choicest patterns. Nationally Advertised price \$2.00. Our price per set of six, at only..... \$1.29 |
| | Arrow Brand Collars Cluett and Peabody's Arrow Brand Collars, all styles and sizes. Nationally Advertised price 15c each or two for 25c. Our price in three..... 25c |
| | Snider's Tomato Catsup Snider's Tomato Catsup, made from fresh, ripe tomatoes, natural color, contains no chemical preservatives, pint size. Nationally Advertised price 25c. Our price, per bottle..... 19c |
| | Ball Brothers' Fruit Jars Ball Brothers' Mason Fruit Jars, first quality, complete with two extra lined Zinc Caps and Rubber Rings, one quart size. Nationally Advertised price per dozen..... 43c |
| | McAvoy's Malt Marrow McAvoy's Malt Marrow, the great tonic and builder, pages could be written of its wonderful health-giving qualities. Nationally Advertised price per bottle 15c. Our price..... 10c |
| | Beechnut Peanut Butter Beech-Nut Brand Peanut Butter, guaranteed by the Beech-Nut Packing Co. under the Pure Food and Drugs Act. Nationally Advertised price is 10c. Our price, per glass, only..... 8c |
| | America Alarm Clock America Alarm Clocks, made by LaSalle Clock Co., splendid time keepers, extra loud alarm, full nickel plated, warranted for 1 year. Nationally Advertised price 75c. Our price..... 59c |

The above is a photographic reproduction of a three-quarter page advertisement which appeared in an Illinois paper last week. It concerns like this that spoil the business of a national advertiser in entire community.

BEST  **ROYAL BAKING POWDER** **for**  **BOTH** 

BEST KNOWN TO HER **MOST PROFITABLE TO YOU**

Royal Baking Powder and Dr. Price's Cream Baking Powder

Are the Most Popular Brands in the World

¶ Your customers know that both of these baking powders are absolutely pure and dependable; that they are made from pure grape cream of tartar; containing no harmful ingredients such as are used in cheap baking powders. When you sell **ROYAL BAKING POWDER** or **DR. PRICE'S CREAM BAKING POWDER** you can do so with the assurance that they will never fail to give satisfaction, and that they will in the long run *pay you a greater profit* than any other baking powder you can sell.

ROYAL BAKING POWDER CO., NEW YORK

endous amount of inferior goods
rust upon the market under pri-
te labels.

The merchant also has his name
sociated with an inferior grade of
ods. They may pass the Pure
ood and Drugs Law but are no
tter.

The selling of poor goods de-
ceases their consumption and the
le of high class goods increased
eir use. While the consumers are
tting a lower grade of goods they
ve to pay the same price as for
liable products. Hence, all private
el goods are a financial and eco-
mic loss to everyone—from man-
acturer to consumer. It is a need-
s waste, and a potent factor in
e high cost of living. It deserves
ention by the economic associa-
ns of the country.

* * * *

Baltimore, Md.,

October 20, 1914.

Pennsylvania Organization Notes.

Johnstown butchers have agreed
stop the giving of premiums,
amps or gifts of any sort that they
ive heretofore been in the habit

of giving for prompt payments of
accounts. The butchers are an aux-
iliary branch of the Johnstown as-
sociation.

Merchants of Nazareth at one
time had a good association. An
effort will be made in the near fu-
ture to revive it.

Organizer Smedley addressed the
Retail Grocers' Association of
Easton on Monday, October 12th.
There was a large attendance and a
most interesting meeting. Three
new members were added to the
roll. Before the speaking a sub-
stantial oyster supper was served.
President Smith and Secretary
Gray are determined that this shall
be a big year for association work
and many plans are in contempla-
tion to bring about this result.

Mr. Smedley addressed the Mer-
chants' Association of Pen Argyl on
October 13th. The attendance was
good and much interest was mani-
fested. Quite a number of the mer-
chants of Wind Gap were present.
Lunch was served. Short talks
were made by President Jackson,
Secretary Sauerwine, E. A. Spear

and Mr. J. A. Weiss. The mer-
chants of Pen Argyl and Wind Gap
are splendid fellows and progressive
to the last degree.

The Northeastern convention of
merchants will be held at Bethlehem
on October 29th. This association
is composed of associations at Slat-
ington, Bethlehem, Allentown, Pen
Argyl, Easton and Northampton.
A large attendance is expected.

The Allentown Merchants' Asso-
ciation held an interesting meeting
at Crocker's Hall on October 14th.
A splendid lunch was served, after
which President Shelling stated the
object of the meeting as being to
create a greater fraternity among
the members and to stimulate the
association to its best efforts during
the coming year. A splendid ad-
dress was delivered by E. J. Lumly,
president of the Chamber of Com-
merce, on "Organization." Mr.
Smedley made an address and he
was followed by Patrick Heraty, H.
W. Reiff, Henry Merkle and E. J.
Loux.

The Allentown association is
making an effort to have all whole-

sale dealers in meats, groceries and
produce to cut out all retail sales.
It is believed that they will be suc-
cessful in their efforts. Big things
are expected from the Allentown
association. The officers are ag-
gressive business men who believe
that what is worth doing at all is
worth doing well.

Organizer Smedley addressed the
merchants of York on October 16th.
There was a fair attendance. As
one result of the meeting a commit-
tee was appointed to arrange for a
"Buy at Home" week.

Tamaqua has a good association
which is making an effort to rid the
town of trading stamps. This as-
sociation should affiliate with the
State association.

Mr. Smedley has an inquiry from
Mifflinburg relative to organization
and expects to make an early call
there.

Mr. Smedley will speak at
Brownsville on October 26th, Ve-
rona and Oakmont October 28th,
Cambridge October 29th.

WITH THE EDITOR

For years a live topic of discussion has been how much influence a retail grocer had with his customers in the way of inducing them to buy something. Up to a few years ago many manufacturers assumed that he had no influence, and that it therefore made no difference whether he was favorable to the goods or unfavorable to them. Acting on this view the manufacturers made little or no effort to enlist the grocer in their cause. They merely exhorted consumers, through advertising, to "Demand our brand of your grocer." If the demand was loud enough, the manufacturers thought, the grocer would feel forced to comply with it.

But this delusion has long since lain down in the graveyard with other delusions as to the omnipotence of advertising, and everybody now agrees that the average grocer always has an influence with his customer, though until the St. Louis "Republic" attempted it, nobody has ever tried to get the thing down to percentage figures. The St. Louis "Republic" did, and some of its results appear in another column. The point in brief was to find how many women out of a total of about a thousand used a given Nationally advertised product, and then to find what part of them were induced to use it by the grocer's recommendation, what percentage by a friend's recommendation, what percentage by advertising, and so on. The result is remarkable. In all the cases the grocer's recommendation got several times as many customers as all the other reasons put together.

For instance, chocolate. Nine hundred and thirteen women out of 1,044 used chocolate, and of these, 353 were induced to use the particular brand by their grocers. Ninety more were induced to use it by friends' recommendation, and only 98 by newspaper, magazine, street car and billboard advertising. Personal recommendation by somebody seems to have it all over advertising, with the grocer's influence the strongest by far.

A retailer with such influence as this can pretty nearly make his business what he likes.

Within the past week a certain Eastern department store has gone into the hands of a receiver. The writer cannot but feel that its collapse, which incidentally, it brought upon itself, is a blessing not only to the reputable stores in the same territory, but to the general cause of commercial worthiness.

From its beginning this concern was an advocate of cheap goods. Doubtless it handled some good merchandise, but probably 90 per cent. of its stock was shoddy—cheap, showy trash made to sell at prices that looked low but considering quality were really high.

When it comes to merchandise, it is true that you can fool some of the people all the time, all of the people some of the time, but nobody has ever lived who could fool all of the people all the time. If a piece of merchandise bought cheap lives only half the life it ought to live, the next "bargain" offered by that house may be bought just as avidly,

but if that too fails to make good, the store is as good as dead with that customer. The writer's conviction is that the department store in question failed because its customers found that it does not pay to buy cheap goods, or to patronize houses that sell cheap goods, and left it for some more satisfactory place.

Recently a great many inquiries have been received from subscribers asking for advice regarding various real estate investment schemes.

These are usually in New York City, at a convenient distance from the people who receive their literature. In substance all these schemes promise to do the same thing—issue bonds payable in installments, and bearing interest, which are supposed to be backed by first mortgages upon or the actual ownership of valuable real estate. Invariably this paper has advised having nothing to do with them.

Before the writer lies a newspaper clipping which reports the last end of one of these real estate investment schemes—a typical one, we should say, in every sense. Part of this we reproduce:—

Nothing is left of the Monaton Realty Investing Corporation fraud. The temporary receiver for the fraudulent concern, M. Morganthau, Jr., has just issued a preliminary report to the several thousand swindled investors, and makes it clear to them that he has no hopes of being able to restore to them any of their lost savings. Instead of owning millions of New York realty, the swindling concern was heavily in debt; the real estate carried on its books was mortgaged far beyond its value, and served merely as a

blind for a bare-faced stock swindle.

The receiver, since his appointment seven months ago, has been unable to locate no property owned by the swindle, except its handsome office furniture. He has found that the company has liabilities of \$1,495,020 and assets of only \$2,340.20.

Of the \$2,340.20 that the receiver has scraped together for the creditors, he realized \$1,155 from the sale of the swindle's pretentious office furniture. He says he cannot find no other property of any value belonging to the concern, as all the real estate carried on the company's books at one time has either been sold under foreclosure proceedings or is in the hands of mortgagees.

The company sold various kinds of securities under installment payments, and pretended that it was investing the money of its victims in New York real estate. It obtained fictitious title to several large properties, merely by accepting mortgage obligations on them far beyond their market value and paying interest on these inflated mortgages as a means of keeping up the false pretense of ownership.

The money invested by victims of the fraud was used partly to pay these interests and keep up the false pretense by which no genuine property values were acquired. The fraud sold its securities in all the leading cities of the East by paying big commissions to men who peddled the paper among their personal friends and associates.

Sometimes these concerns operate through agents, usually well known men in local communities, and sometimes they work by mail. Always the known enormous prices of New York City real estate are dangled like a bait before the victim's eyes. It is an easy fake work—how easy is seen from the fact that the concern referred to above collected over a million dollars—and has it yet somewhere, no doubt—although its present visible assets are only a little over \$2,000.

Every man with money to invest can find plenty of ways of investing it safely right at his door.

Written for the "Modern Merchant and Grocery World."

What the War Will Do to Maraschino Cherries, Both Imported and Domestic.

Well-known Packers Say Domestic Maraschino Cherries are Fully Equal to Foreign and in Some Respects Better. Great Industry Waiting If Farmers Would Grow More Cherries.

The question has been asked how the European war would affect the sale of cherries in glass (so-called

Maraschino cherries) in this country.

Many people have been laboring under a misapprehension as to the relative quality of foreign fruits as compared with those of domestic manufacture. It is true that "Maraschino cherries" originated abroad, but about twenty years ago we embarked in the manufacture of this product, being the first American manufacturer who attempted to compete with the French manufacturer.

From the very beginning our ambition was to improve, if possible, on the imported cherry, and working along these lines we evolved processes which enables us to produce a finer cherry than the imported, and which contains no preservative.

With the enactment of the National and various State pure food laws the position of the American made cherry became much stronger, for those of foreign manufacture (all containing preservatives in

large quantity) were found in many instances to be deleterious to health and were therefore condemned.

Many benighted grocers still demand imported fruits, but the enlightened discriminating dealer today insists on American made goods, for he knows that with the strict sanitary laws enforced by the States, together with rigid pure food laws, he obtains in goods of domestic manufacture an article vastly superior in every respect than is the imported. Even foreign

ountries have come to the realization of the excellence of the American made product, which is evidenced by the rapidly growing volume of our exports.

There are a vast variety of cherries grown, but only a limited number of these can be used for the Maraschino cherry." The necessary types are not abundantly grown in America, therefore we are compelled to turn to Europe for a portion of our supplies of raw fruits, and at this point only are we affected by the European war.

If the American farmers will develop their cherry orchards, growing one of these several necessary type of cherries, it will be only a very short time before this country will be independent of all Europe for our supply of "Maraschino cherries."

RHEINSTROM BROS.,

Cincinnati, Ohio, S. H. F.

October 22, 1914.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Don't Have Anything to Do With the Interstate Furniture Dealers' Association

A Detailed Answer to Several Requests for Information Regarding Chicago Mail Order Scheme, Which is Being Tried on General Storekeepers.

For some time we have been receiving requests for information as to a concern calling itself the "Interstate Furniture Dealers' Association" of Chicago. The concern has for some time been sending mail to general storekeepers all over the United States, and some of it was very alluring. Ostensibly the scheme was a combination of retail dealers buying furniture co-operatively, but upon being investigated it proves to be just another scheme, and a pretty poor scheme at that.

The concern offered some apparently very low prices on furniture, as for instance the following, which was suggested as a "trial order":—

| | |
|--|--------|
| 4 parlor tables, at 98c..... | \$3 92 |
| 2 sanitary couches, at \$1.89.. | 3 78 |
| 2 library tables, at \$2.95..... | 5 90 |
| 4 supported bed springs, at \$1.19 | 4 76 |
| 2 iron beds, at \$3.49..... | 7 98 |
| 6 rockers, at 69c..... | 4 14 |

| | |
|--------------------------|------|
| Iron beds | 1 09 |
| Go-carts..... | 2 95 |
| Roll-top desks | 9 95 |
| Membership and dues..... | 5 00 |

Total

\$49 47

Of course there is no doubt that all these goods were absolute trash, because nothing but trash can be made to sell at these prices, even with all selling expenses cut out. The "association" also offered "Best quality" Axminster rugs 9 x 12 feet at \$13.50, and Wilton velvet rugs 9 x 12 at \$9.95. These are frauds on their face.

The Interstate Furniture Dealers' Association is not listed by the mercantile agencies, and proves to be merely a name assumed by one F. T. O'Brien, who is connected with a furniture house called the Acme Co., 318 W. 43d street, Chicago, Ill. O'Brien conceived the idea of working the Interstate Furniture Dealers' Association as a side issue to

get business for the Acme Co. The scheme has not succeeded very well, as several judgments have been entered against the Acme Co. within the last few months. One suit for \$200 has been filed in Chicago against the Interstate Furniture Dealers' Association. The Acme Co. is not rated either.

The merchant who sends any money to this outfit, no matter how alluring the promises of value, is probably playing a joke on himself.

Must State Actual Food Contents of Brine Packed Articles. Labeling of Candy.

The Department of Agriculture, in the service and regulatory announcements of the Bureau of Chemistry, has issued a ruling that where fish, olives or tomatoes are packed in brine, the label should state the net weight of the actual food, exclusive of the brine. In the case of tomatoes packed whole in brine, the label should be such as to distinguish them from ordinary canned tomatoes. Another new ruling, as to labeling of candy, is that packages of mixed candies labeled "all fruit flavors," "assorted fruit flavors," "fruit flavors," etc., are considered misbranded if the candies contained therein are prepared by the use of both true and artificial fruit flavors, for the reason that such labeling would give the impression that only true fruit flavors have been used.

52—You should push nationally advertised goods to the front because if you do, it is possible to do business on much less advertising of your own.

Obviously a retailer who is selling well known products that the manufacturer is widely advertising, doesn't need to do any more himself than to announce to the public that he keeps them. Some advertisements clipped from magazines or newspapers and pasted on his window will do that very well.

This is just another way of emphasizing that the dealer who attempts to push *non-advertised* products to the front has got a hard push on his hands. He and not the manufacturer is doing the work then, and no matter what profit he is promised, it is not enough pay for the work.

You fill the orders, we'll do the rest.

THE ABOVE IS THE ADVERTISEMENT OF

Wm. Wrigley, Jr., Company, "Spearmint"
Charles B. Knex Company, "Knex's Gelatine"
B. Fischer & Co., "Hotel Aster Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Wheatena Company, "Wheatena"
The Welch Grape Juice Company, "Welch's Grape Juice"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"

Amerloan Sugar Refining Co., "Crystal Domino Products"
United Cereal Mills, "Washington Crisps"
Thomas J. Lipton, "Lipton's Tea, Coffee and Jelly Tablets"
Fels & Co., "Fels-Naptha Soap"
The Tewle Maple Products Co., "Tewle's Log Cabin Syrup"
Curtice Brothers Co., "Blue Label Ketchup and Soups"
Three-in-One Oil Company, "Three-in-One Oil"
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
American Kitchen Products Company, "Steere Cubes"
Farwell & Rhines, "Criss Cross Cereals"
G. Van Heusden, Jr., "Blooker's Cocoa"
The Cox Gelatine Company, "Cox's Gelatine"
Merrell-Seule Company, "Nene Such Mince Meat"
John Duncan's Sons, "Lea and Perrins' Sauce"

The New York Letter

Government Attacks Mercantile Exchange as Combination in Restraint of Trade. Merchants' Association Doing Valiant Work for Foreign Trade Expansion. Coffee Importers Say Retailers Are Overcharging. Retailers' Organizations to go Into Politics. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 23, 1914.

Proceedings under the State anti-trust act for the purpose of abolishing the New York Mercantile Exchange as an illegal combination in restraint of trade, began last Thursday in the Supreme Court. The charge was that the Exchange entered into a conspiracy with a number of cold storage warehouses and packing houses to manipulate the market. The petition was filed by the Attorney-General, and charges an arrangement between the various members of the conspiracy to restrain and prevent competition in the supply and the price of eggs.

There is a Butter and Egg Committee of the Exchange, which is accused of constantly manipulating market prices and interfering with supply and demand. In connection with this, a newspaper, called the "Producer's Price Current," is used.

It appears that in 1907 an injunction was granted in a similar proceeding against the Exchange. Later, in 1912, it was charged that the organization was still doing the things complained of, and the District Attorney began a proceeding, but the practices were then discontinued and the proceedings dropped. Shortly after the Exchange is accused of having resumed them again.

The New York Merchants' Association is rendering valuable service to those of its members who are seeking to enlarge their business by increasing their export trade. It is publishing regular articles on the subject prepared by its Industrial Bureau, and at the same time is offering its services to members in the way of furnishing them with information regarding foreign trade conditions.

The most valuable thing which the association is doing is gathering information regarding foreign firms who are in the market for specific orders for our merchandise. This list of merchandise has been sent to more than a thousand of the members of the association, and is immensely valuable. Much of the data gathered concerns South American trade, which is peculiarly dependent upon American sellers since the usual sources of supply have been cut off by the war.

Considerable attention has been directed to a publication in the "Journal of Commerce" during the week, which apparently was inspired by "several leading importers of coffee," who criticized the retail prices charged for coffees by retail dealers. The old charge was made that while grocers had gone

up with the market they had not come down with it. The case of Santos 4s, which is a standard grade of Santos coffee, was cited. It was said that this grade of coffee is now being bought by roasters at about 10½ cents green, which means a selling price to retailers of 15 to 17 cents roasted. This grade of Santos, according to these importers, is being retailed at 25 to 28 cents per pound, which they say is too high.

The same authorities agreed that retailers were not charging too much for tea.

The organized retail grocers of this section propose to go into politics to fight the movement for open city markets. On Monday night a mass meeting of the New York, Brooklyn, Manhattan and Queensboro Associations was held at the meeting rooms of the New York Retail Grocers' Association. It was unanimously resolved that the grocers present, and any others whom they could influence, should go into politics and take an active interest in the election of aldermen and members of the Legislature.

The free markets which are being operated under city dominion were freely discussed and vigorously condemned on the ground that they were against the interests of retail grocers.

A committee representing the four associations was appointed at the meeting and it will map out a campaign of attack.

During the week Wm. L. Mitchell, senior partner in the firm of Mitchell Bros., wholesale coffee dealers, and Peter Shannon, a well-known coffee broker, were placed on trial in the Federal Court on an indictment charging them with conspiring to defraud the public by forwarding misbranded coffee into interstate commerce. The coffee in question was a consignment of washed Venezuelan coffee branded as if it came from Colombia. It was seized in Chicago upon information furnished by Heidemann Coffee Co. of Milwaukee.

There is great jubilation here over the fact that the war revenue bill finally passed without imposing a tax on gasoline. It is generally agreed that the effect of this tax, had it passed, would have been very far reaching and probably would have increased the expenses of doing business for more concerns than will be affected by any other provision of the new law.

SUMMARIZED MARKET CONDITIONS.

Coffee quiet, with prices fairly steady. The consumptive demand pared down to

actual wants.—Tea quiet and fairly steady. Low grade Congous in good demand for export, especially to Germany.—Sugar weaker, with refined a shade lower for the week. Some refiners selling granulated at 5.80. Further declines are predicted.—Dried Fruits not materially changed. Currants weaker on large receipts.—Canned tomatoes dull and weak, with sales reported as low at 62½ cents for No. 3s, f. o. b. Baltimore, in large lots. Peas, string beans, corn, all unchanged and active.—Wheat unsettled, with steady to firm undertone. Flour quiet. Buyers holding off through belief in lower prices.

How Some Foreign Houses Sell Goods in This Country.

Apropos of the general discussion over commercial honesty, and whether it is improving as the years go on, Messrs. Halpen, Green & Co., the Philadelphia wholesale grocers, make the fol-

lowing interesting contribution from their experience:—

We are hearing these days a great deal about "A Scrap of Paper" and the violation of its provisions. We regret to say that nations are not the only ones that have little regard for their contracts when it answers their purpose to disregard them. Our experience in importing food products tells us that there are many merchants in foreign countries who care little for what they contract to deliver, if the market should go against them, although it may specify plainly the quality, etc. Heretofore foreign goods were paid on sight draft with bill of lading, either by a letter of credit abroad or through bank here, but in nearly every case they are paid for before the goods are received and examined. So bad had the deliveries of certain lines, which we will not mention here, become that the direct importations of those articles by jobbers came almost to a standstill. We regret to say that lately it became the habit of one or two curers of mackerel in Norway who sold

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Grade Your Grapes.—If Malaga grapes are properly handled there is no article in the fruit department that will show a better margin.

Number 1s is the only kind to buy, and these can be graded into small, medium and large bunches, representing, of course, three prices. Stripping the large bunches should be avoided if possible; they should be weighed on a computing scale and sold by the bunch only.

Apples in a Punch Bowl.—The Jonathan apples that are now coming from the State of Washington in cases are very decorative. Their perfection of color appeals to every eye, but particularly to those who can afford the price. Transfer them from the box to the punch bowl and you'll sell twice as many. And by the same token, this applies to a very high-grade lemon.

Don't doubt this until you try it out.

Don't doubt any scheme of this kind until your experience tells you that such scheme is N. G.

We are all too ready to act indifferently about simple suggestions, either because they appear too simple or because we are too lazy or too "set" to adopt them.

Booming the Bakery.—The object every one of you should have is to increase sales. There are many ways of doing this, but there are two at least that come under your position as clerk. One is to offer suggestions and the other is to go ahead and do the thing. Some managers invite suggestions and some haven't budged an inch in 25 years.

Some bosses are tickled with even good change and some will throw a if you disarrange a location of year standing.

If you work for the boss with the venerable tickle, and you want to boost the bakery, land your show case counter in the front part of the store and put a price on every cake and every loaf in the case—just a figure; and it's right here you'll find response to figures.

Your very "select" high-class bakery will frown upon such a thing. While the frown is on you're selling cake, and before long your volume jumps 25 per cent.

This has recently been done.

After Hours.—The man who has "taste for reading" is to be pitied.

It was Oliver Goldsmith who said "The first time I read an excellent book it is to me just as if I had gained a new friend; when I read over a book I have perused before, it resembles the meeting with an old one." Cultivate the reading habit and cut out this aimless street-wandering habit if you want to get some real pleasure out of life and the things that pertain to life. Hours and hours nightly wasted, when the hours could be improved by simply commanding the companionship of the mighty teachers and lofty thinkers of the past and present.

Go on over to the library and pick out the book that appeals to you. History, travel, fiction, religion, business, astronomy, geometry, any book that you think would make you a better, brighter, more companionable man you may have for the asking.

It's wicked to be ignorant.

autumn caught fish to ship mackerel containing more or less summer fish mixed with autumn, but last year one went further than that. A purchase of a lot of fancy No. 2 autumn mackerel was confirmed by letter by the seller, was paid for as usual and were mostly sold, and on their arrival before shipping from the dock, we examined them as we always do, and found them an inferior quality of summer fish, which, of course, we would not ship to our customers, but delivered others, paying considerable more money, as the market had advanced nearly \$6 per barrel. The broker who took charge of them made repeated efforts to sell them, but the quality was so poor that at no time could he get a bid of \$5 per barrel until the beginning of the European war, when during the excitement he was able to sell at \$10 per barrel, having carried them for eight months.

September Failures Show Heavy Increase.

un & Co.'s Report Shows That in Every Mercantile Line September, 1914, Was Much More Disastrous Month Than September, 1913.

The month of September had a rather decided increase in the number of mercantile failures, particularly in grocery and general store lines. In fact some increase is shown in all lines by R. G. Dun's official report.

The figures are as follows:—

General Stores.—September, 1914, 115; liabilities, \$719,081; September 1913, 97; liabilities, \$759,225.

Groceries.—September, 1914, 87; liabilities, \$1,317,441; September, 1913, 224; liabilities, \$865,500.

Clothing and Furnishing.—September, 1914, 127; liabilities, \$1,576,499; September, 1913, 76; liabilities, \$595,425.

Dry Goods.—September, 1914, 4; liabilities, \$572,514; September, 1913, 41; liabilities, \$489,100.

Shoes, Rubbers, Etc.—September, 1914, 34; liabilities, \$939,504; September, 1913, 27; liabilities, \$295,900.

Hardware.—September, 1914, 1; liabilities, \$2,425,115; September, 1913, 26; liabilities, \$251,500.

Perseverance

is a characteristic every merchant must possess if he desires to succeed in building up a satisfactory Tea business and the degree to which he possesses it will be measured by his Tea sales. Apropos of this subject, the following clipping should be inspiring as well as interesting to each and every merchant who is ambitious, hard-working and desirous of success:—

“In all business it is the persevering man that comes out ahead. If the truth were known, many a business genius is nothing but personified persistence; and quite often he owes his success more to dogged determination than to extraordinary talents. The sea of business has its flood-tides and ebb-tides, and it is when trade reaches the low-water mark that the pessimists and weak-willed drop out. They forget that the tide must change because of a fixed law. No doubt, the difference between success and failure can be measured by perseverance. The man who will not admit the word failure in his thoughts is sprinkling salt on the tail of achievement. While the man who groans, grunts and grumbles, and thinks failure possible, is trying to catch it with a bass drum. The man who prepares for poor business gets it. The way to be successful is to think success—and the way to have good business is to go after it.”

The grocer who believes he can increase his Tea business has made great strides toward accomplishing that end. He knows it can be done and he will work and persevere to accomplish his object. Without these convictions it is impossible to obtain results. In waging this battle for a greater Tea business, it will help you wonderfully if you use PARKE'S GOLD CAMEL SELECTED TEAS. It is impossible to obtain permanent results unless you use quality Tea that is better than the average.



This is the Flavor

that stands every test of heat or cold. Housewives and confectioners want

MAPLEINE

for lasting and delightful flavor.

ORDER FROM

JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.

H. H. SIMPSON, 841 Elliott Sq., Buffalo, N. Y.

CRESCENT MFG. CO.

SEATTLE, WASH.

L. P. Parke Company

PHILADELPHIA, PA.

PITTSBURGH, PA.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Window Display Paper.

Lykens, Pa., October 17, 1914.

To the Editor,

Dear Sir:—Please give us the name and address of several publications devoted to store and window decorating.

Yours truly,

R. COBLE & SONS.

"Merchants' Record and Show Window," 431 S. Dearborn street, Chicago, Ill. Monthly publication, at \$2 a year. "Selling and Display," 106 E. Nineteenth street, New York City. Quarterly publication, at \$10 a year.

Dry Goods Journal.

Sunbury, Pa., October 20, 1914.

To the Editor,

Dear Sir:—Can you give me the address of a first-class dry goods journal? If so, kindly accommodate me.

I beg to remain,

Yours truly,

H. B. SMITH.

"The Dry Goods Economist," New York City.

Subscribers' Bargain Department Sells Goods.

Wilkes-Barre, Pa., October 20, 1914.

To the Editor,

Dear Sir:—You may discontinue my ad., No. 35, as I have had buyers for all goods advertised. I wish to thank you, as your medium for advertising certainly brings results.

Yours truly,

B. B. CROMPTON.

Store Wanted.

Philadelphia, October 21, 1914.

To the Editor,

Dear Sir:—I am a reader of your paper and desire to go into the grocery business. Would like to know if you list any stores in the country, about 10 miles out? Thanking you in advance, I remain,

Yours truly,

T. R. BAILEY.

No Change in Forty Years.

Washington, D. C., October 21, 1914.

To the Editor,

Dear Sir:—I inclose you clipping from the Washington "Herald," October 19, 1913.

Yours truly,

VERLING HARRIS.

This clipping is surely interesting enough to reproduce:—

Shelbyville, Ind., Oct. 18.—Obidiah M. Johnson, grocer, held a reception in his store here to celebrate the fortieth anniversary of his entrance into business.

Johnson's store has not changed in any particular since 1874. He has not added to the two small show-cases with which he started in busi-

ness; boxes and barrels still line the aisles of the store, which is still lighted with kerosene lamps. He boasts he has increased his business without a delivery service or any other concessions to "new-fangled" business notions.

The New Federal Commission Law and How It Affects the Trade.

Philadelphia, October 22, 1914.

To the Editor,

Dear Sir:—The Trade Commission Bill has finally passed both Houses of Congress, receiving the signature of the President.

The operation of this law and the review of business matters by the Commission will probably be of quite as much importance to the manufacturing and mercantile interests of the country as the work of the Interstate Commerce Commission is to the transportation interests.

You will, therefore, doubtless read with close interest the inclosed copy of a statement made, at our request, by our counsel, Felix H. Levy, Esq., 37 Liberty street, New York City.

It would further appear that the conference which was held by us with President Wilson, on July 29th, has tended to aid the business interests of the country in bringing about the passage of legislation framed in the light of reason and with a recognition of the interests of the business community.

THOS. A. FERNLEY,

Secretary Wholesale Dry Goods Association.

With the above came a copy of the opinion of Mr. Levy, a part of which we reproduce:—

The law which establishes the Federal Trade Commission was signed by the President on September 26, 1914. The particular portion of the new law which interests the business community is contained in Section 5, as follows:—

"Unfair methods of competition in commerce are hereby declared unlawful. The Commission is hereby empowered and directed to prevent persons, partnerships or corporations, except banks and common carriers subject to the acts to regulate commerce, from using unfair methods of competition in commerce."

It seems unnecessary at this time to express any opinion with regard to these powers of investigation, for the reason that, in general, they are the same powers as have been heretofore possessed and exercised by the Bureau of Corporations. Accordingly, the provisions in the new law with respect to investigations do not constitute any radical departure from the existing law.

The provisions above quoted from Section 5 does, however, constitute an innovation which is likely to prove of great importance to the business community of this country.

During the debates in the Senate in connection with this new provi-

sion, a great variety of views were expressed concerning the meaning which the Commission would give to the phrase "unfair methods of competition." It is generally agreed that the Commission will interpret this phrase to include all oppressive, dishonest and unethical practices contrary to the usual course of fair business dealing, and especially such practices as are pursued with the intent or result of creating a monopoly. In this respect the new provision is intended to supplement the existing Sherman law, which has not in any way been amended and will remain in its present form.

If thus interpreted, the new provision will probably prove to be very important to the business interests of this country. On the one hand, it will permit merchants who consider themselves aggrieved by any wrongful practices on the part of the great trusts to present, in a prompt and convenient form, their complaints to the new Commission, with the probability that a much speedier decision will be obtained than through the procedure formerly necessary under the Sherman law. On the other hand, business concerns, especially large corporations, will be able to obtain a speedy decision on the question whether business methods used by them are unlawful. This opportunity will arise through the fact that if any such practices are of doubtful legality, it is altogether likely that one or more concerns affected by such practices would make complaint concerning the same to the new Commission and thereby enable the matter to be authoritatively determined. In this way many of the questions concerning the legality of which the business community has

expressed doubt can be definitely and promptly decided, with the probability that after the new Commission has been in existence for a reasonable length of time a sufficiently large number of decisions will have been rendered by it, on a variety of different subjects, to furnish guidance to the business community upon other similar methods of business procedure which business men may contemplate adopting.

It is obvious from the foregoing that the operations of the new law justify close attention upon the part of the business community, both in respect to merchants resorting to it for relief against unethical practices of competitors, and in availing themselves of it for guidance and instruction with respect of any business methods which a merchant might wish to inaugurate, but as to the legality of which he may be in doubt. In short, there is every reason to believe that the new Commission will in a large measure furnish "the advice, the definite guidance and information" which President Wilson in his message to Congress stated to be the principal purpose for establishing a Trade Commission.

The President has announced that he will not appoint the new Commission until December, so that the new law will not become operative until that time.

How to Get Good Times Back.

Chicago, October 21, 1914.

To the Editor,

Dear Sir:—The National Implement and Vehicle Association is composed of representative manufacturers and

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

ers of agricultural implements and her farm operating equipment. This industry brings its representatives into a peculiarly intimate relation with agricultural conditions not enjoyed by other industries. This relation gives a clear and accurate knowledge of general business conditions in the agricultural field.

The responsibility imposed on the American farmer by the war is tremendous, for this country will be called on as never before to help feed the nations of Europe. To set the wheels of industry and commerce in motion, credit, confidence and courage are needed, and as we believe the banker can lead the way to a resumption of industry, we respectfully recommend his careful consideration the following:—

(1) Urge upon the farmer who has invested his grain not to speculate on the fluctuation of future prices.

(2) Recommend to the farmer of the South to diversify his crops. Experience has shown that a one-crop country cannot continue to bring prosperity to its farmers. The great wheat States of the Dakotas are diversifying. Our cotton States should do likewise.

(3) Preach preparedness for the 1915 harvest. Care in seed selection, proper tillage and cultivation will bring increased crops to meet the increased demands. More intensive cultivation quite as much as increased acreage will bring prosperity to the farmers.

(4) Increase the number of farms raising stock, and thereby secure a natural fertilizer for the soil. Cattle, hogs and poultry mean ready money and bank accounts.

(5) Secure for the agricultural community the benefits provided in the new currency law by creating a demand for the early opening of the various Federal Reserve Banks.

(6) Discourage all speculation, but encourage the expansion of legitimate business in the rural communities by a reasonable extension of credit.

We hear on all sides that the European war has left the door wide open for this country to enter and secure the markets of the world. This cannot be done in a day or in a year. Let us first bring this country's industries back to their normal condition. This must be done before an increased foreign trade can be secured. Yours truly,

E. W. McCULLOUGH,
Secretary National Implement and Vehicle Association.



"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company NEW YORK

WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa
and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

The Grocery Markets

Tea.

The market shows no change for the week, though the undertone is still somewhat soft. Some teas, not only low grades, but the better grades, are being bought by the foreign countries now at war, Germany particularly, and this tends to strengthen the prospects somewhat. Also a number of vessels have been sunk by the belligerents, destroying about 9,000,000 pounds of tea. This is a factor. The demand for tea is only fair.

Coffee.

The coffee market is unchanged and both dull and weak. Brazil's financial condition, owing to the war, is still depressed, and all grades of Rio and Santos coffee are feeling the effects. The market is in buyer's favor throughout. Mild grades are unchanged and also in buyer's favor. Java and Mocha unchanged.

Sugar.

The sugar market is steadily weakening and raws have been sold during the week around $4\frac{1}{4}$ cents. Most of the refiners have dropped their prices during the week to a 5.80-cent basis for granulated, and some second hand holders are reselling at slightly below. The market is weak and further declines seem almost certain unless something happens to prevent. The demand for sugar is fair.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull at unchanged prices. Sugar syrup dull at ruling prices. Molasses quiet and unchanged.

Fish.

Mackerel is in rather unsettled condition, and nobody knows exactly what the situation is. The independents are having difficulty getting supplies, and there are intimations that the new combination has won them over. The combination has plenty of mackerel, although small sizes do not seem over plentiful. The demand for mackerel is fair, but the large buyers are not buying much, as they don't know what the market is going to do. Irish mackerel is not cutting much figure. Shore mackerel very dull and not wanted. Cod, hake and haddock very dull and unchanged in price. Imported sardines show no change in price; everything still very scarce and firm, particularly French and Portuguese. Norwegian sardines are more plentiful and relatively cheaper than the others. Salmon of all grades is unchanged and quiet.

Canned Goods.

Tomatoes are in very bad shape, from the packers' standpoint. In a large way No. 3s are freely quoted at 65 cents, and No. 2s at 45 cents, f. o. b. factory. If the packers can be believed, these prices are below the cost of production,

though everybody seems willing to sell at them, and buyers are not very eager. There is some indication that speculators are beginning to look at tomatoes with some interest, and already there has been some buying which could hardly be other than speculative. No figures are available as yet as to the year's pack. Corn is steady to firm on supposed short pack; demand quiet. Peas unchanged and dull, but with some inquiry for cheap peas. Apples very weak and dull. California canned goods show no change and no special demand. Small Eastern staple canned goods are unchanged and dull.

Dried Fruits.

Prunes are neglected, but coast holders are trying to think and trying to say they are firmer. Peaches are still very cheap and unchanged in price; demand light. Apricots also are much cheaper than they were, though not so cheap when compared with peaches. Raisins are unchanged; demand light. Currants unchanged and quiet. Other dried fruits dull at ruling prices.

Beans and Peas.

Domestic pea beans are firm on a basis of \$2.50 in a large way, due to scarcity. Marrows, on the other hand, are weak and declined. The present quotation is \$3.50 in a large way. California limas are steady on about the same basis as last week—5 cents in a large way in New York. On spot the market in large quantities is 6 cents. Green and Scotch peas are unchanged; demand quiet.

Butter.

The butter market is active at present prices, with a good consumptive demand for all grades. The quality is as good as usual for the season and the market is healthy. No important change seems in sight.

Eggs.

New-laid fresh eggs are scarce and meet with ready sale at present prices. Storage eggs are slow and prices are nominal. Receipts of fresh eggs are light, and do not seem likely to increase soon.

Cheese.

The cheese market is firm and prices are unchanged, with a moderate consumptive demand. No change seems in sight. Good quantities of cheese are said to be going out of the country, which strengthens the market. If there is any change, an advance is likely.

Provisions.

All cuts of smoked meats are dull and in light consumptive demand. The market shows a downward tendency. Stocks are reported heavy. Pure lard is firm and in fair consumptive demand at unchanged prices. Compound lard is dull at $\frac{1}{4}$ cent off. Barrel pork, canned meats and dried beef are all firm and unchanged.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The downward movement as to prices in the tomato market appears to have run its course, if the character of the buying last week may be accepted as a fair basis for judging the outlook. But one can never be sure of what is going to happen in connection with canned tomatoes. The tomato season of 1914 is certainly making a record that upsets all previous experiences. For instance, a season without a "glut" of the raw fruit cannot be recalled by the oldest men in the business, and the young man of to-day will probably tell about it to his grandchildren. What of the output this year? The official statistics of the National Cannery Association will tell us, around December 1st, all about the size of the pack. Meantime, all other figures are merely guess-work.

The low prices attracted many orders for tomatoes to this market, and some large-sized lots changed owners. The shipments were more widely scattered than they were during the previous two or three weeks, which indicates that this market is the cheapest source of supply at the ruling quotations. The weak feeling that came over the canners suddenly last week seems to be passing away, and their bankers are not now so anxious for the remainder of their loans to be paid. Consequently, there is less pressure to sell.

The new fall crop of spinach is now being canned; the quality is choice, and because of this fact there is an excellent demand for it. The October crop of string beans is about over, and when there is an improvement in the general market conditions, this article will probably advance in price. Sauer kraut is a shade lower. Sweet potatoes are fairly active and firm. In the other lines of vegetables there was nothing doing this week outside of the daily run of small orders for the different lines of goods, scarcely any of which were entirely neglected.

The new pack of pears was active this week, for all of the different grades, but more especially for the high-class fruit in heavy syrup. It was the only article in canned fruits that showed any life during the week, and it is well worth attention now. Whether or not the crop is really short, remains to be seen, but this is, evidently, a good selling season for pears. Pie peaches were more active, perhaps, than at any time this season, the orders this week having increased in size as well as number. They look cheap at to-day's prices. All the other fruits were dull enough during the week.

The fall season for canning oysters opens October 15th. Note prices for the new pack, for shipments as wanted.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Rice.

The trade still continues operations on a hand-to-mouth scale, due, in a measure, to slow collections. The cotton situation still causes considerable anxiety, so that taken altogether, the situation remains unsatisfactory, and with the slow demand for export, business is generally inactive and prices are ruling a trifle easier. It is generally felt that the present situation is bound to be but temporary, as it is clearly evident that operators are beginning to formulate plans to capture the increased demand that is expected when business conditions settle down to a normal status.

Advices from the South along the Atlantic coast indicate a continued slow movement, trade, on account of the cotton situation, being unsatisfactory, planters still holding off awaiting better prices. At New Orleans the demand is showing marked improvement. American, Java and new crop Japans moving freely at slightly reduced prices.

In the Interior, Southwest Louisiana, Texas and Arkansas, conditions show decided toning up. Millers in some sections report working double shifts to supply the demand. Prices are firm with no indications of change at present.

DAN TALMAGE'S SONS CO.

New York and New Orleans.

Evaporated Apples, Etc.

The evaporated apple market continues strong and active here for good stock for prompt shipment. The output continues away below normal, with the demand great enough to absorb offerings.

Prime quality, in small lots, continues to bring $5\frac{1}{4}$ to $5\frac{1}{2}$ cents, in 50-pound boxes, with cartons $\frac{1}{2}$ cent per pound higher.

Choice quality is obtainable at $\frac{1}{2}$ cent per pound over these prices.

There has been decidedly more demand for carload lots, sellers getting 5 cents per pound for prime.

There is not so good a demand for November or December shipment, but sellers are not willing to shade prices for these later deliveries.

Raspberries are firmer, with a better inquiry, and it is difficult to buy to-day under $21\frac{1}{2}$ cents, f. o. b., in barrels.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

Business during the last few weeks has been very quiet in our line of business, but this week has brought about quite a change. There is a decidedly better feeling amongst the trade, and we have had a great many more inquiries and a great deal more business, and more cheerful business than during the few weeks past, but this is only natural. When the war started every one hadling imported goods secured a large share of supplies than would be bought under ordinary circumstances. Naturally, when the trade is well supplied business is bound to be flat until the supplies have gone into consumption. The demand during the last week has clearly not been a speculative one, judging from the orders that we have received.

Holland herrings are very scarce in this market. The last Dutch steamer brought a very small supply, and part of the herrings which arrived were found to be of unsatisfactory quality. Those that were good went immediately into consumption. This scarcity of Holland herring has naturally had a good effect on the market for Scotch herrings, and there has been a good business done in Scotch herrings during this last week.

Norway herrings continue in very good demand, and prices in Norway show a decided advance.

Some supplies of Norwegian and Portuguese sardines have come to hand, but practically all the lots that were well-known brands and of good quality found ready sale. Naturally, when goods are scarce, and when shipping facilities are not very plentiful, good friends abroad seem to think that America will consume almost anything and they are likely to ship over here a good deal of trash, but our American buyers are not tempted even by the scarcity to take in stuff that is not readily salable, and they seem to stick to well-known brands and to good quality, especially as long as they can be bought at reasonable prices, which as a whole show very little advance over prices quoted before the war started.

Nothing has come forward in the line of French sardines or in the line of French or Belgian sprats. We had letter to-day from our sardine pack in France, whose principal factory is located at Nantes. They write that practically all they could use is requisitioned as soon as the goods are ready for the army. Consequently they find

almost impossible to ship any goods to us, although their factories are working overtime. The packers from whom we receive our largest supply of sprats were located at Ostend in Belgium, and now that this town has been captured by the Germans, we do not know what will become of the factory there, and whether we shall be able to again get supplies from there. We have had no news, which is only natural.

There have been large arrivals of Norway mackerel and quite a little business has been done. There has been no trouble whatever to dispose of real one, fat autumn mackerel, but, unfortunately, a lot of Norway mackerel has arrived here which showed poor or mixed quality, and receivers of these fish are having troubles of their own. On the whole, prices for Norwegian mackerel are very reasonable at the present time, and it is the general belief that prices are likely to show a smart advance before long.

STROHMEYER & ARPE Co.
New York.

MARKET NOTES.

Cranberries are in poor demand and are selling at very low prices—\$1.50 per crate for the best. The quality is very fair.

Florida grapefruit has taken a slump and \$2.75 per box is now top. From here the price drops to 75 cents. The quality of much of the receipts is poor.

Apples are unchanged and still on a very low basis—\$1.25 to \$3.25 per barrel. The demand is fair.

Chestnuts are still ruling very low—\$1 to \$1.50 per bushel, with very fancy stock bringing \$2. Much of the receipts are wormy and bad.

Wilmington (Del.) Jobber in Trouble.

Joseph R. Richardson, former secretary and treasurer of the Joseph R. Richardson Co., wholesale grocers, of Wilmington, Del., which went into the hands of a receiver last July, was on Thursday held in \$1,000 bail on a charge of obtaining goods by false pretenses, for a further hearing Monday, following a preliminary examination before Magistrate Buckley. Richardson is alleged to have obtained groceries valued at \$661 from C. F. Bonsor & Co., of Philadelphia, from March until July 4th, by making what are alleged to have been false statements concerning the amount of goods owned by his company. Counsel for Richardson concluded at to-day's hearing that no criminal charge could be supported, as it was the Bonsor company's duty to have satisfied itself as to the true conditions of the Richardson company before shipping goods on credit.

John R. McFetridge & Sons
Printers

927 Arch Street
Philadelphia



A Clean, Quick Moving Stock

of the finest selected India and Ceylon tea, full flavored, skillfully blended and packed in attractive air-tight tins—**easy to handle, easy to sell.** That is why up-to-date, progressive merchants display and push

TETLEY'S TEA

"Blended and Packed in London, England."

Its distinctive flavor and unvarying high quality attracts trade and holds it. Every sale means a permanent, profitable customer. It pays to recommend TETLEY'S—it

Will Make Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street, New York



TELL YOUR CUSTOMERS

"TETLEY'S is the cleanest and most economical tea to use, because the air-tight tin keeps in all the fresh, full flavor and fragrance, and keeps out the dust and dirt."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Dry Goods—Notions—Knit Wear

Silk Dress Goods "Made in America" Almost Exclusively. Advanced Prices on Account of War a Fake.

Speculation has been rife as to what quantity of silks of all kinds—dress goods, linings, ribbons, hosiery, knit wear, etc.—consumed or used in the United States, was of domestic manufacture and what imported. The impression in lay circles and among merchants is not altogether clear as to just what credit should be given American manufacturers for their enterprise, skill and foresight in not only placing this country in the front rank of silk producers, but also as commanding the attention of the world for the variety, beauty and artistic designs of their fabrics. An authority on the subject, one of the largest and best-known domestic manufacturers, supplies convincing information in the following communication to the "Modern Merchant and Grocery World":—

South Manchester, Conn.,
October 15, 1914.

To the Editor.

Dear Sir:—In relation to the status of the silk industry and the effect of the war upon it, I inclose a table showing the census figures of manufactures for the year 1909 and the value of the imports, duty included for the same year, as follows:—

| | 1909. | Value of Manufactures. | Imports, Duty Paid. |
|--|-------------|---------------------------|------------------------|
| Total | | \$196,911,667 | \$49,940,335 |
| Broad silks, including tapestries | 109,441,146 | | 11,930,495 |
| Velvets and plushes .. | 6,872,758 | | 3,636,500 |
| Ribbons ... | 32,744,873 | | 946,643 |
| Sewing and machine twist | 10,521,074 | | 7,082 |
| Laces, em- broideries, threads, etc. | 11,994,395 | | 15,738,420 |
| Hosiery and knit goods | 4,992,779 | | |

The figures as here given are made so as to form as ready a comparison as possible and are not exactly in the same tables as the census or import figures present them. From this it will be seen that only about one-fifth of the silk manufactures used in the United States are imported, and that approximately only one-tenth of the silks from which dresses are made are imported, one-third of the velvets and plushes, about 3 per cent. of the ribbons, practically none of the sewing silks and about half the laces, embroidery and hosiery. Most of the hosiery is made in the United States, although it is included in the classification with miscellaneous imports in the table of imports.

The silk business is chiefly judged in the minds of women by the materials from which they make dresses, in which case only about one-tenth of the silk goods used in the United States is imported. One-third to one-half of this is made up of the cheapest and poorest silks, imported from China and Japan. Similar goods are imported from

Europe in amount probably to make up one-half of the silk dress goods of cheap, poor materials. The other half of such goods is very largely of high-class merchandise, made on hand looms in very elaborate patterns and very small quantities, goods which in general retail for \$5 per yard and over.

Therefore, practically all of the good, medium priced, yarn-dyed, piece-dyed and printed plain goods, and a very considerable proportion of the fancies, are made in the United States; and the goods from which most American women make their dresses are manufactured here, and the woman who is told that the price of the plain goods of any kind has had to be very heavily advanced because of the war is being fooled. Silk prices have not advanced; in fact, have decreased for several years.

The immediate effect of the war has been to reduce to a low level the prices of raw silk, and to considerably demoralize the market for silk goods because of the difficulty of many of the smaller manufacturers to secure reasonable accommodation from the commission houses and bankers, which has caused a considerable liquidation of stocks. It is probable that when this liquidation has occurred prices will again harden and be restored to the level of last winter. There is very little probability that they will be higher in any case than they were last year.

There has been some difficulty on the part of small dyers and manufacturers in securing sufficient dye-stuffs, which are manufactured almost exclusively in Germany, to produce all of the shades which are desirable; but this condition is not likely to be a serious one, as there has already been some importations received, and it is reported that there are more upon the way.

The importations of raw silk come very largely from Japan, and of the remainder by far the larger part from Italy, neither of which sources of supply have been interrupted, and there is plenty of raw material for manufacturers. The silk industry in the United States is therefore in a position to produce whatever goods the country desires and in as great quantity as it is able to purchase. The only difficulty at present seems to be the financial situation and the hesitancy of American merchants to buy goods because of the difficulty of financing. The silk business does not anticipate a boom business this year or any material advance in prices.

Yours very truly,
CHENEY BROS.
Horace B. Cheney.

"Onyx" Brand Applies to Under- wear as Well as Hosiery. Sweep- ing Court Opinion.

When Lord & Taylor, owners and originators of the world-famous "Onyx" trade-mark, New York, instituted an infringement suit against Harris Wolf and others, trading as Wolf & Sons, of Cincinnati, for the use of the same brand on underwear, mention of the fact was made in this department of the "Modern Merchant and Grocery World." Recently Judge Sater, of the United States District Court, Southern

District of Ohio, handed down a decision upholding the plaintiff's contention and a decree was issued granting Lord & Taylor the injunction asked against the use of the "Onyx" trade-mark by the Cincinnati concern. The court, in maintaining the right of the New York firm to the exclusive use of the trade-mark as applied to underwear as well as hosiery, based its decision to a large extent upon the interpretation, after a review of the standard dictionaries, that hosiery is a generic term, which includes underwear of all kinds, as well as stockings and socks.

It appears that Lord & Taylor registered the word "Onyx" in 1887, and for seven years following 1897 was actually used on their line of underwear, and then discontinued in that connection because of changes in style. In 1907 the firm reregistered the trade-mark to be employed on hosiery, the court saying this reregistry was sufficiently broad to cover underwear as well.

New Shades in Broadcloth. Plain Colors in Dress Goods.

Jobbers and manufacturers of dry goods, notions, dress materials, knit wear, etc., who sell direct to retailers in the East, admit the general merchants are buying conservatively. The "Modern Merchant and Grocery World" has explained this situation by the cautious attitude of bankers and brokers, who practically finance many concerns, or at least extend accommodations, during the buying season. The Mid-West and Northwest sections, with their tremendous crops, are more favored, and therefore the merchants are purchasing more freely. At the same time their orders are well within bounds, a condition reflected in the weekly review of the trade by Marshall Field & Co., Chicago, who say:—

"The continued warm weather is partly responsible for the dullness in the retail dry goods business, which has, in turn, retarded the wholesale business. Merchants are slow to make commitments on spring lines, although orders are fair from agricultural sections. Collections in sections of the country where crops are well diversified are good."

A trifle more cheerful in tone is the advice from the John V. Farwell Co., as follows:—

"The optimistic view taken early in regard to the wool dress goods situation is more than realized at present, as sales show decided gains in this class of merchandise. One of the strongest factors in bringing about this result is the phenomenal demand for broadcloths. Early in the season the best selling colors were black, navy, green and negre brown, today the range of colors has broadened and there is a good demand for plum shades, dark reds and many pastel shades, especially those that border on green effects. The American demand for chiffon broadcloth has cleaned up the English market of all French and German broadcloths.

"A demand for black dress goods continues, with black broadcloth and silk and wool poplins leading. Reports from Belfast show that the linen market is getting in a serious condition from the

supply point of view. Up to last week Belfast was getting a little flax from Belgium. Further exports of flax and yarn from Belgium have been forbidden, consequently linens at Belfast are being held very firmly at advanced prices.

"Silk vestings are attracting particular attention at present—an unusual demand having been created for their use in trimming for the new style capes, military coats, street dresses, etc. In silk stripes and checks are showing activity, although printed effects in silks promise well for spring owing to the beautiful and wide range of patterns produced this season by the manufacturers to offset the dress goods tendency toward plain colors."

Sheer Cottons Interest Retailers.

Comparisons of prices on cotton goods offered now and those sold a year ago often show declines of from 5 to 7 cents per pound on staple merchandise. This is an illustration of the radical change that is taking place, and a general revision of prices to lower levels is looked for soon, or no later than early in November. Merchants are therefore waiting to see which way the "cat will jump" before ordering beyond immediate necessities. Brown goods are being offered and sold more freely. Prints are moving slowly. Dress gingham are being taken by small town merchants in fair quantities. Bleached cottons have been lowered in price. Many fine sheer goods are coming to the market and they are proving interesting to retailers who are looking ahead to spring. Fashion's change seem to be bringing about a strong leaning toward merchandise that could not be sold a year ago, even with concessions.

Known Brands of Merchandise to be Advanced in Price.

Regarding any increase in price of well-known branded goods as against unknown merchandise, an interesting question is now being discussed. Fluctuations in the price of "orphan" goods, some of which are said to be the result of manipulation for private profit, contrasted with the stable price of advertised merchandise, the manufacturers of which contend that advertising makes it possible to produce a better product at less cost and still maintain a steady demand. The American Fair Trade League has taken a hand in the matter by sending to members a letter requesting candid answers, in strict confidence, to the appended two questions:—

"1. Is there a reasonable possibility that the resale price on your products will advance in the course of the present war? 2. Will such advances be limited to actual advances of prices of raw materials used in making and packing your goods? What other possible causes for such advances occur to you?" Extracts from some of the most significant of the answers received, every one of the writers an advertiser of trade-marked goods, many among the most prominent in the country, follow:—

Men's Underwear.—While the price of dyestuffs, etc., has advanced, there will be no advance in the resale price of our products. The fact that we have always advertised a resale price for our merchandise at 50 cents per garment and guaranteed to give the consumer satisfaction without any limit or other strings to our guarantee, excludes the possibility of our increasing this resale price or cheapening our product in any way. In other words, we have found that giving a bona fide guarantee with our merchandise forces us to make a better every year. We are obliged to stand these losses on increased prices ourselves.

Men's Furnishings.—There will be no advance in prices to jobber, retailer or consumer. We maintain the same prices, regardless of the advances that come and go in materials that we use. On the occasion of the tremendous advance in rubber, several years ago, the price was not advanced.

Hosiery.—There is no likelihood whatsoever that the resale price of our hosiery will advance in the course of the present war. The prices of our hose at retail have been practically staple for years and do not look forward to any changes whatsoever.

Handkerchiefs.—There is a reasonable possibility that in linen handkerchiefs which we manufacture for men there will be an advance in the cost of the linen cloth to us. We therefore shall be obliged in all probability toward the close of the war, or certainly by the beginning of next year, to charge the retail dealers an advanced price in order to cover the amount of the increased cost to us. This may, however, take the form of giving a larger count in the linen than we have been giving and maintaining the scale of prices the same as heretofore.

Knit Goods.—We do not control the sale prices of our knit goods product. Our regular price list has not been changed for the past 15 years, and will not change under present war conditions.

Silk Gloves.—We do not anticipate having to raise the price of our gloves, although everything we purchase that goes into the manufacture of our gloves has been advanced to a considerable extent. We expect to maintain our present prices.

Next Year's Hosiery Outlook.

Knit hosiery for the fall of 1915, in simple form, is being shown by first class makers; but the major lines may not be ready until November 1st. Prices on knit hosiery is expected to be about the same as a year ago. Cashmere hosiery with price advances, is also one of the new next fall lines just being introduced. The price on cotton hosiery in view of the threatened further advance in raw material. Some foreign goods are being received, but not enough to affect the market.

Men's Sweaters a Preferred Line.

Men's sweaters are in demand, and about settled the mills of any concern making these goods will be for some time to come. It is sure that in the coming year will be higher in 1914. The call for knit goods from European concerns is becoming more intense weekly, and it is having an in-

The Talk of the Grocery Trade



THOMPSON'S SOUP FLOUR

BEAN, PEA, LENTIL, RICE, BARLEY

The Latest and Most Profitable Pure Food Seller A NEW STAPLE

☐ Contains all the natural nutrition of beans, peas, lentils, rice or barley, without their unwholesome parts.

☐ One pound of this flour will make, in twenty minutes, two and one-half gallons of delicious soup or puree—*three times as much* as one pound of

whole beans or peas which require *three to five* hours of cooking.

☐ Thompson's Soup Flour is made from the highest quality beans, peas and cereals, thoroughly sterilized, with no adulteration, coloring or preservative and put up in attractive, friction top can that is airtight.

EVERY SALE MEANS A PERMANENT CUSTOMER

☐ It will pay *you* to join the army of live grocers who display and push this new staple and get your share of the *new* business and *new* profits which it will bring.

Packed in 10c, 25c, 5-lb. and 10-lb. sizes

—WRITE TO—

THOMPSON MILLING CO.

1431-33 Catherine Street

::

PHILADELPHIA, PA.



WHAT TO TELL CUSTOMERS

"Soup made from this flour is more wholesome and delicious than home soup made from whole beans or cereals and much more economical than canned soup."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

fluence on prices. General merchants with these facts before them are coming into the market for the current and next spring's supply. Jobbers are buying for stock only as prices are favorable, or to fill orders from retailers.

Cotton Underwear Figures Fluctuating.

Reductions in the price of certain underwear products are not altogether to the liking of all manufacturers, though merchants are watching the market with equanimity and taking every advantage which may come along. It seems the cuts so far announced cover low end balbriggans exclusively; and buyers, it is said, are mistaken who conclude from this condition that a general disturbance in price is pending. Certain it is also that many jobbers have commitments for the current and winter season to take up at higher figures and therefore are not a little perturbed by the action of mills which sell direct to the retailer revising their list downward in harmony with the lower price of cotton.

Reports that heavy purchases of underwear for foreign account may have a tendency to stiffen the market are given due publicity for the benefit it may create on the mind of the merchant who may contemplate placing orders. The latter, however, is wise to the situation, is buying cautiously and is not to be misled into overbuying at any price by wars or rumors of wars, and the horrid consequences thereof on raw material and other essential construction ingredients. It is the general opinion that cotton goods of every description are on the toboggan and that everybody interested is figuring accordingly.

Boots Shoes Findings

Market Status of Shoes and Polishes.

As a consequence of direct inquiry, a shoe manufacturer whose name and trade-mark appears frequently in the public prints, says of future prices:—

Ultimately there is no question but that the resale price on our product will advance. We were up against a very hard proposition regarding leather before the war, and, of course, the situation is now acute. We hardly look for an advance on the low-shoe season, but with the advent of fall business, a year from now, we would say shoes would go up at least 50 cents, and possibly a dollar a pair. We hardly look for increases excepting in raw material, as our labor seems to be well paid in proportion to other trades.

Shoe polishes are an important item in the findings stock of the general store, and of their price a manufacturer, included in the above category, replies:

There is no probability that the resale price of our products will ad-

vance during the course of the present war. There is absolute certainty that they will not advance before January 1st. In case an advance is absolutely necessary, such advance will be limited to the additional cost of raw material. It is our intention, even though we are paying increased prices for dyes, colors, shellacs and waxes, to still maintain our price list according to the schedule that we have advertised for many years, believing that it will be better for us to absorb a temporary loss than to alarm our trade by allowing fluctuations in our price list.

An Ingenious Plan for Attracting Trade.

Ingenuity, if not always artistic, effects in the display of merchandise is a wonderful help in the sale of shoes. No pretense is made to criticize the merchant in the small towns for a woeful lack of this faculty in many, many instances; but at the same time storekeepers who have shoes for sale should make every effort to bring their good points to the direct attention of his customers. While adults are chiefly aimed at, the wants of the children should not be overlooked, let alone neglected. They are buyers as well as their parents, through whom the appeal should be made, examples of which are given by the "Shoe Retailer," as follows:—

Recently, in Baltimore, a shoe dealer had great success in pushing his line of children's sandals by the publicity gained from a very novel window display and his unique campaign of advertising. The window display represented a playground, with chips and logs strewn about, while in the center was a sand pile with which several youngsters were having the time of their lives. The children were garbed in rompers and sandals, and looked decidedly cool and comfortable. In the foreground were a couple of tree stumps, on each of which reposed a pair of sandals, one white, one brown, and tacked to the stump was a tag announcing the price.

The window itself was catchy enough to attract attention, but the merchant gained a large and appreciative audience and more than doubled his sales by his original manner of mail advertising. He secured the names and addresses of all school children between the ages of 6 and 12, and mailed them a circular letter—filling in the name at the top so as to make it more personal, telling them to come and see his window, and to take note of the advantage of its sandals for summer wear, showing that they combine all the freedom and comfort of going barefoot, with the neat appearance of ordinary shoes. All children are flattered to receive personal letters, and it is safe to say that 9 out of 10 who received one from this merchant went to see the display, and that having seen it a large per cent. induced their parents to buy them a pair.

A St. Louis dealer also enlisted the sympathy of the children by his appeals to them. In the background of the window was draped a large American flag, and in front were a sample line of good substantial school shoes. The majority of children are very loyal to their school or club, or any organization to which they belong, and the merchant took advantage of this to announce that with every pair of shoes of this line sold within a cer-

tain time a coupon would be given, and that for a certain number of coupons an American flag would be presented.

The announcement had the desired effect, for a number of Sunday schools, bands of Boy Scouts, and others went to work to secure the flags. Shoes are an indispensable article of wear—they could be purchased here as cheaply and to as good advantage as any place—and the result was that there was a concentrated buying from that particular store, the child being proud to contribute his share towards his school flag, especially as it did not entail asking any money or favors of any kind from his parents.

Perhaps the general store may not always have window room for such elaborate displays; but they are offered as suggestions, which may be put to prac-

tical use in a different way, but equally as effective. The good will of the young element in a community is not to be disregarded with impunity in a scheme of profitable merchandising.

South American Meat Coming Here Regularly.

Exports of meat from the Argentine Republic to the United States continue on a liberal scale, shipments during the past week amounting to 30,000 quarters frozen and chilled beef, 6,000 carcasses mutton and 6,000 carcasses lamb, compared with 34,000 quarters of beef and 6,000 carcasses lamb the week previous. Since January 1st exports total 662,000 quarters beef, 109,000 carcasses mutton and 76,200 carcasses lamb.

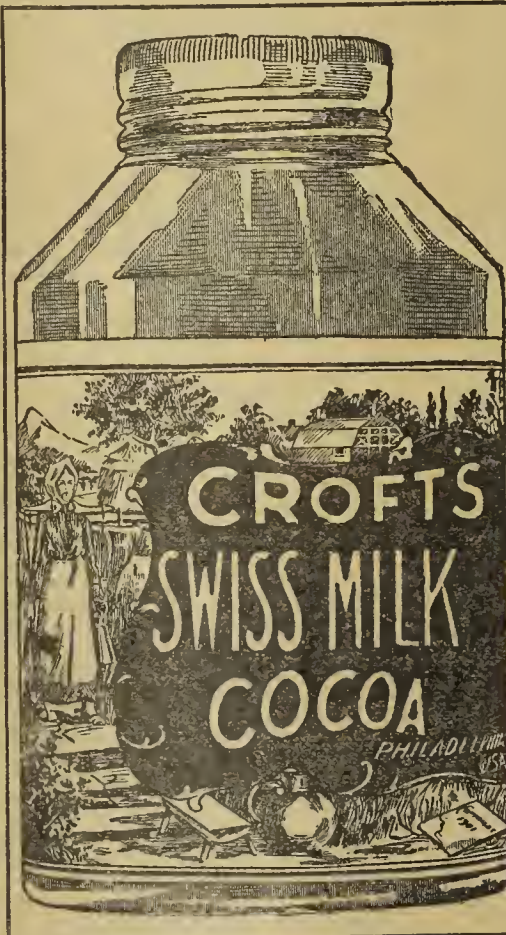
Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde**, Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

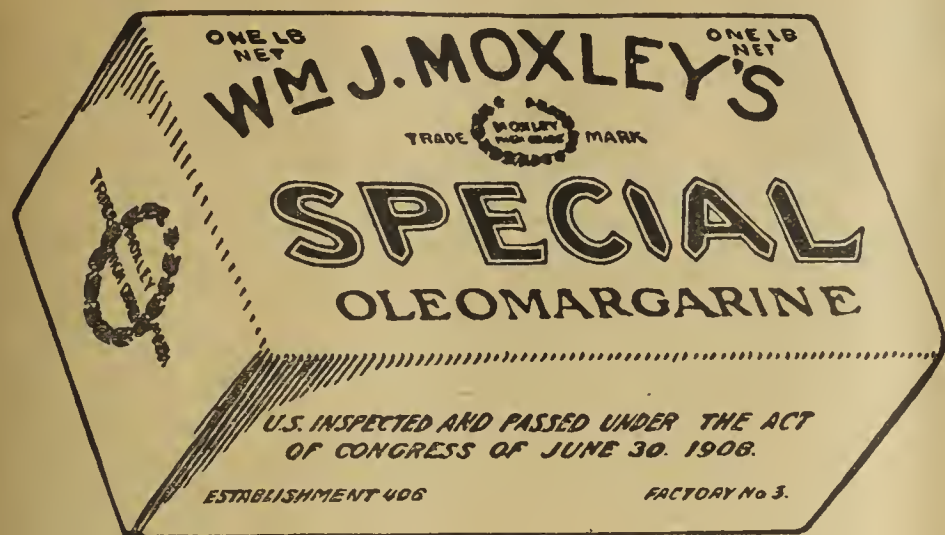
Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA, Pennsylvania



Why Don't You Sell Oleomargarine?

¶ As man to man, will you answer this question?

¶ 1—Is it because you think you have no market for it? We repeat what we said before—that there is not a grocer anywhere, no matter what kind of a business he does, but who can sell **Moxley's Oleomargarine**. People will buy it to reduce the cost of living, and because they can get out of it all they can get out of butter.

¶ 2—Is it because you believe Oleomargarine is a second class and questionable product? Nothing could be more absolutely wrong. **Moxley's Oleomargarine** contains all the food value that any butter contains, and it is made in a more cleanly way, for the Government inspects every step.

¶ 3—Is it because you think you can't make a profit on it? You can make more than you make on butter, and still undersell the butter market many cents a pound.

¶ There is not one weak place in **Moxley's Oleomargarine** as a selling proposition. Think carefully of all we have said.

WM. J. MOXLEY, Inc.

CHURNERS

CHICAGO, ILL.

PHILADELPHIA, PA.
117 Callowhill Street

PITTSBURGH, PA.
120-22 First Avenue

BUFFALO, N. Y.
Michigan and Perry Streets



Can You Fellows Explain This to Me?

D'ye know, I believe as much as anybody does that there's a good man up in the sky looking after everything and everybody. If I didn't believe that I would think I'd got to be more of a darned fool than I just naturally am.

Maybe I ain't always as respectful to him as I ought to be. It's a way people have with somebody they can't see. But that ain't either here or there. There's something or somebody on the job somewhere working the wheels; that I know.

I own up, though, that some of the things the wheels do, when they work, I ain't on to. I can't see it. It don't look to me like being fair. Maybe I ain't got the brains to see all sides of it.

It's the case of my old friend Ben Dinsmore that's getting my goat. That fellow is being handed a raw deal, and I can't see why. He ain't got it coming to him, from anything I can see, and why he's getting it when a lot of grave-robbers that ought to have it, ain't getting it, you can search me. It looks as if the good man above played favorites, though the good book says he don't, they tell me.

Ben is a fellow about fifty years old and strong as an ox outside of one thing. He ought to be good for twenty-five years' more hard work, and what's more, he can't live if he don't work, for he ain't got a thing outside of his store. The store's made him a living for twenty years, and it could go on making him a living for thirty more.

It ain't a big store. He has two clerks outside of himself, and I don't suppose he makes any more out of it than a good week's wages for himself.

Ben's got the worse case of catarrh in his head you ever heard of. Had it all his life, but for the last five years it's been going ahead and now it's awful. It's the kind

of catarrh that comes up and makes itself acquainted the minute you come within 100 feet of it. Maybe if the wind's blowing your way, it could do it in two hundred. Believe me, it's fierce. It's got so bad you can't come within six feet of the poor fellow and feel happy.

Ben's done everything anybody ever told him to do for it, from going to the highest priced catarrh doctor in Philadelphia (\$10 a visit) to burying a black cat in a graveyard at 4 o'clock in the morning. He ain't neglected it for a minute—

sometimes I wonder if he ain't sort of overtrained it.

The thing has just naturally killed Ben's business. You can see how it could do that. One woman after another dropped off—couldn't stand it—and he couldn't either get 'em back or get more to take their places. I suppose you can't blame people for handing themselves as few bad minutes as they can. Still it seems rough, don't it?

It ain't as if Ben could stop it by not waiting on people. If he's anywhere in the store, that's enough.

He don't make any bones about talking of it.

"What am I going to do?" asked me only a month ago. "I could only get rid of this infernal trouble!"

"Why don't you hire a man to run the place?" I said, "and go home a while?"

"I can't afford it. The business won't stand it. After I'd paid a man his wages there'd be nothing left. Especially now when it's down so. I couldn't get a man to do what there is to pay him with now."

"Can't you sell the business and get into something else?" I asked.

"By George, there ain't much to sell," he said. "It's been going down every week for the last months. I couldn't get anything for it."

"Couldn't it be built up?" I said.

"I don't think so—there's too many stores around here now. I can't put it to yourself—would you put money in this business?"

"Why, I—ah—"

Last Call for Ad-writing Contest on Moxley's Oleomargarine!

¶ This contest comes to an end

NEXT SATURDAY, OCTOBER 31

at which date all advertisements must be in this office. Let yours come in at once, if you happen to need \$5, or \$10, or \$20.

¶ These are the prizes for the best six-inch single column advertisements on **Moxley's Oleomargarine**—ads addressed to consumers and calculated to make them feel that **Moxley's Oleomargarine** is the best thing in its line.

Remember, This is the Last Call

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

"Sure you wouldn't, I don't
 me you, neither would anybody
 e."

I ain't seen or heard of Ben for
 month, but I ain't sure that even
 now he ain't closed up. When a
 siness starts down hill from a
 use like that, there ain't a railroad
 in can keep up with it.

What's ahead of Ben? Of course
 can't go into any other business,
 he can't get a job. And he
 n't cure himself—there isn't any-
 ng else he can take or do. He's
 n tried Christian Science. Speak-
 of Christian Science, I ain't ever
 n sure that it's the fool thing
 ne people say it is, but believe
 when Christian Science tries to
 it up to Ben that he ain't got
 t catarrh—that it's all in his
 nd—why it's putting over some
 nt.

What I can't dope out is—and
 e's the point I've been working
 to—why a fellow like Ben Dins-
 re should be handed a deal like
 s. He's all right in every way.
 es to church and sends his chil-
 n. Does a lot of good, in a
 all way. Nothing wrong with
 at all! You'd think he's just
 kind of fellow the good man
 above would sort of want to
 p going. And yet, here he is,
 as much down and out, as far
 making a living goes, as if he
 the leprosy.

My old grandmother, if she was
 e, would say it was a judgment
 Ben for something. Well, God
 ss grandma, but I don't believe
 To have a thing as bad as that
 ing to him, he'd have to have
 e done something awful. If you
 me, I don't know anything aw-
 enough he could do, to deserve
 . I don't get it. I don't get it
 ll, and I won't ever get it.

THE STROLLER.

Chicago Grocers Candidates For Prominent Positions.

sol Westerfeld, a well-known Chicago
 er, is a candidate for the new Fed-
 Trade Commission. For two years
 Westerfeld was the president of the
 rago Grocers' and Butchers' Asso-
 on. For two years he was the
 ident of the Retail Merchants' Asso-
 on of Illinois. A year ago he was
 inted chairman of the Ways and
 ns Committee of the National As-
 tion of Retail Grocers and is now
 ing his second year on that board.
 os. C. Sullivan, ex-president of the
 onal Retail Grocers' Association,
 of Chicago, is a candidate for Con-
 s on the Democratic ticket. He is
 a member of the Illinois State
 l Board.



"I Have Sold Them for Years"

It is a pleasure for the grocer to sell **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for *purity and quality*, together with steady advertising, keep **Borden's Brands of Milk** moving rapidly from the grocer's shelves. You can handle **Borden's Milks** with perfect confidence, knowing that every can in every case will sell and give satisfaction.

There are brands of condensed and evaporated milks which do not give satisfaction because of inferior quality, or they will not keep until sold, owing to unscientific, careless or insanitary methods of manufacture, causing many complaints from customers. You can avoid all these complaints by handling only **Borden's Eagle Brand Condensed Milk, Borden's Peerless Brand Evaporated Milk, St. Charles and Silver Cow Brands of Evaporated Milk**. All **Borden's Brands**, whether sweetened or unsweetened, are made from the highest-grade raw milk, by the most modern method of manufacture, and are guaranteed *absolutely pure*. **Push their sale.**

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"I would rather have you use **BORDEN'S MILKS** than any other brand, because I know from experience that they will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXII.—The New Clayton Anti-trust Law and Its Probable Influence on Trade Conditions.

The Clayton anti-trust act, which was signed by the President a few days ago, and is now a law, is the United States Government's latest effort to stop business combinations which restrain trade, interfere with competition, or create monopoly. The Clayton act was passed in order to supply certain deficiencies in the Sherman anti-trust law, which as readers hereof know, is or was this country's main anti-trust act.

It has occurred to me to make some explanation of the Clayton act, particularly as to what influence it will probably have on trade conditions. Naturally everybody in any kind of mercantile business, whether as manufacturer, jobber or retailer, is interested and affected by any combination or plan which touches him either as to buying prices or selling prices, or as to his facilities for buying direct, or as to the amount of competition he is to have. All business combinations of the class which the Clayton law legislates against, touch one or the other of these phases of business.

The Clayton act is a long affair, having twenty-six sections, but a large part of it consists of provisions for enforcing it, and these need not be gone into. The real crux of the act is contained in Sections 2 and 3. Section 2 is as follows:—

Sec. 2. That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities, which are sold for use, consumption or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce: Provided, That nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in the grade, quality or quantity of

the commodity sold, or that makes only due allowance for difference in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition: And provided further, That nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

This will prevent only such price discriminations as this: A large corporation doing an interstate business wants to break into a certain territory where a competitor is especially strong. Its competitor is weaker financially than itself, and the first corporation therefore enters the territory and cuts the price of its goods to a point so far below its competitor that the latter cannot meet it and live. If it does not meet it, its business is gone, and if it does meet it it will be selling below cost. Result—destruction of the competitor, who had the trade first, and the triumphal entry of the other corporation, accompanied, almost invariably, by an advance in price.

In the old days this scheme could be worked without let or hindrance, and it was. But it will no longer be possible under the Clayton act. There will be no interference, however, with the common practice of selling at one price in one community and at another price in another community, where this is done not to destroy a competitor, or create a monopoly, but merely to *meet* competition, or for any one of many perfectly legitimate reasons.

The provision at the close of Section 2—that sellers may still select their own customers—means that a manufacturer, or any other seller, may still appoint one merchant in a town to sell his goods exclusively without being accused of creating a monopoly. Such a seller would in fact be creating a monopoly, but it would be a legal monopoly—a

monopoly of his own brand, which he has a perfect right to have.

Let me still further emphasize this. Whenever this act declares against monopoly, it always means monopoly of a *product* rather than a monopoly of one brand of a product. Every proprietary brand is a monopoly of course—it is owned by one man, who can restrict its sale to persons of his own choice. A man may create an iron-clad monopoly of his own brand, and no law can interfere with him. If it is Gold Medal flour, he can absolutely prevent anybody from packing Gold Medal but himself, and he can prevent anybody from selling it except such people as he wants to sell it. But if he seeks to monopolize the whole of the supply of *flour* that way, he is up against a vastly different proposition. It is the latter class of transaction, rather than the former, that the Clayton law means when it speaks of monopoly.

Section 3 is as follows:—

Sec. 3. That it shall be unlawful for any person engaged in commerce, in the course of such commerce, to lease or make a sale or contract for sale of goods, wares, merchandise, machinery, supplies or other commodities, whether patented or unpatented, for use, consumption or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, or fix a price charged therefor, or discount from, or rebate upon, such price, on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, wares, merchandise, machinery, supplies or other commodities of a competitor or competitors of the lessor or seller, where the effect of such lease, sale or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

This is intended to destroy a well known practice, which, however, is not as prevalent now as a few years ago. A manufacturer will go to a dealer and say "my price to you is

\$1 a dozen, or a pound, or a c if you sell competitive goods a If you will agree not to sell c petitive goods also, the price be 80 cents." Many large cor rations in different lines have p tically frozen out competition this scheme. Whether any la legally prohibit this, I regard a very grave question. My pers opinion is that it cannot and c not. When it is once firmly es lished that a man may sell or re to sell to a given buyer, and i sells, that he may sell on any co tion he cares to lay down, I can see why he may not make this c dition as well as any other—the price will be subject to rel if no competitive goods are hand

As a matter of fact, the langu of the above section permits thi be done where its effect is no "substantially lessen competition tend to create a monopoly." S ers can therefore go on mak those rebate contracts if they show that they do not create mor oly or substantially lessen com titution. A seller doing this mi argue that he was not lessen competition, but on the contr was increasing it, for his comp tor had the right to make the sa kind of a contract with buyers, even a better one. This defe would have considerable force less the 80-cent price, to refer ag to the above illustration, was so below cost that a competitor co not possibly meet it.

These two sections are the m ones in the law, so far as trade are concerned. There provisions preventing corporati from buying the capital stock competitors, where the effect wo be to reduce competition; pro sions prohibiting a person fr being a director of two competit corporations at the same time, a so on.

The method of enforcing the is interesting. Whenever there evidence that somebody is violati the act, the particular Governm commission under whose jurisd tion the matter comes, must not the offender and give him thi days to stop what he is doing. he fails to do it, the commissi asks the United States Circuit Co of Appeals to make an order of p vention or punishment. Of cou the alleged offender can app from the decision of the comm sion and have the matter heard the court.

Another interesting provision is that where a corporation shall commit a violation of the act, it shall be considered the violation of the officers of the corporation who authorized it, ordered it, or did it. A fine is imposed not exceeding \$100 or imprisonment not exceeding one year or both. For refusal to abate any violation of the act, after notice, the offender is tried for contempt of court and if convicted must pay a fine not exceeding \$100 or go to prison for not more than six months.

The United States is not the only complainant who can sue under this act. Anybody who has been injured by somebody else's violation can sue for damages, and if he succeeds he can collect three times the actual damages he can show. No excess is imposed as a penalty. Of course the law covers only persons, firms or corporations doing an interstate business—shipping from State to State, or conducting business in United States territory, i. e., the District of Columbia or the territories. A person doing business wholly within his own State is not subject to the law at all.

(Copyright, October, 1914, by Elton J. Buckley.)

Question: A. Baker Barnhart, Lancaster, Pa.—I read your answer to my letter about Briggs Seed Co. Now I am inclosing contract and letter and catalogue so that you can see for yourself. This is the first order I gave to a salesman, but when he was here I asked him if I could depend on the goods and he told me they never, as far as he knew, appointed anybody; that they always fill all of the orders which he receives, so that is about all the light I can give you on the case. Please return order and catalogue.

Answer.—Last week this correspondent wrote to ask whether he could collect from a wholesale seed dealer his damages because they refused to fill an order he had given to one of their salesmen. It seems that the market advanced and he had to pay more. My answer was that if a salesman had authority to accept an order when it was given to him, it was a contract between this respondent and the house and he must make them pay damages for violating it.

He sends me now a catalogue of concern in question, "Briggs Seed & Co., 138 North Water Street, Rochester, N. Y.," called a wholesale list." On the first page



"As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you LOSE MONEY. FRANKLIN CARTON SUGAR enables you to make a PROFIT instead of a LOSS, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON keeps it clean. All our customers like it and I'm sure you will if you try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

appears "terms," and under it these words:—

These quotations are based on our present or estimated supply. We reserve the right to decline orders or to advance prices without notice.

If this correspondent had not had a copy of this catalogue when he gave the order, and if he had not been told and did not know that they reserved the right to turn down orders, without notice, then he can in my judgment hold them responsible for damages. He also sends a printed "Bulk Seed Order" form on which appear more terms, but nowhere is mentioned anything about a salesman having no right to take orders.

Even if you did have this catalogue in your possession, it is still not absolutely clear that the house could "decline orders without notice," if those orders had already been accepted by an authorized salesman. In other words, the salesman's contract would then be his employer's contract, and the latter could not back out of it.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

How the Larkin Co. Gets Consumers' Names.

An interesting glimpse into the scheme the Larkin Co. uses to get in touch with householders is supplied by the following letter, which was recently sent to a country town clerk:—

Dear Sir:—We wish to obtain a list of all reputable heads of families (excepting grocers or general storekeepers) who get their mail through the Overton, Neb., post office. We wish the list to include those living outside of the village who use this post office, whether they live on rural routes or not, as well as those living in the village itself. We write you in the hope that you can make up such a list for us.

We will pay for these names in Larkin products at the rate of \$1 worth for 100 names. Inclosed is the latest list of our products and prices.

The list should include the names of heads of families only, as we wish to mail printed matter to not more than one member of a household.

It could easily be compiled from the tax roll or poll list. The names of those not heads of families should, however, be omitted and the names of any heads of families not given in the list, added.

A directory published prior to six

months ago should not be used unless the names and addresses taken from it are revised to date.

We inclose blanks on which the names may be written; if more are needed, we will supply them. Read carefully the notice at the top of the blanks.

In case you cannot devote any time personally to this work, we hope you will refer this letter to some clerk in your office or other person who can do it. In either case, we will be grateful for your kind assistance.

Please send the list of names to us promptly in inclosed stamped envelope; or should you be unable to

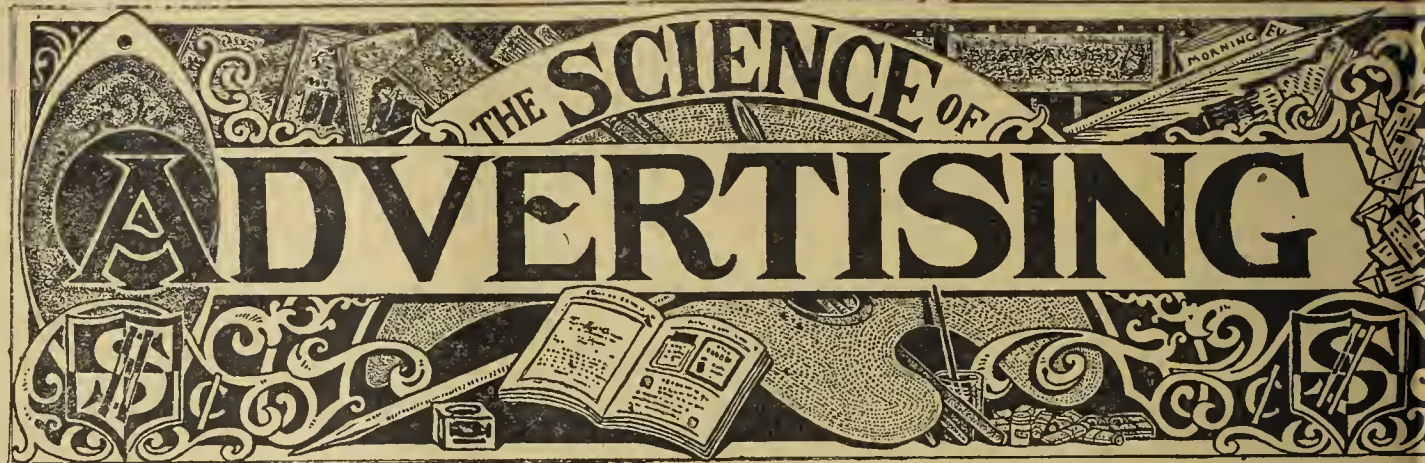
supply it and know nobody else who can, please return the blank sheets, so we may take up the matter with some one else without loss of time.

Yours respectfully,
LARKIN Co.

Congress Asked to Investigate Alleged Sugar Manipulations.

Senator Thomas has introduced in the U. S. Senate a resolution directing the Secretary of Commerce to investigate the report of the proposed engrossment of raw sugar in domestic ports and to report the result of such engrossment

to the Senate. Mr. Thomas said he learned that immense quantities of sugar are being stored in New York and Philadelphia in the expectation that Great Britain and France will be strong competitors for Cuban sugar in the near future. This would result in advancing the price of raw sugar to such a figure that the refined product in January and February may go for 10 cents a pound. It is probable that the resolution will not receive much attention, owing to the steady decline which is occurring in sugar.



I have a copy of the store paper issued by the Perry Grocery Co., of Durham, N. C. I don't know how often it is issued—I suppose quarterly, for the copy sent me is dated "spring." It is very well printed on fine cream paper. I reproduce the first and third pages. The fourth page, which is only half filled, and the second page, are like the third page, which I reproduce:—

carried out, it always means business. but it doesn't carry it out to suggest such staples as olives, canned goods, syrup, bread, flour, butter, tea and coffee. There is nothing in the least spring-like about those; if they are seasonable at all, they are winter foods.

Turning now to page 3 and the balance of the paper, I think it is good.

the results obtained; it is merely in line of producing as good a piece of printing as possible—one that will be good to look at and satisfying to the eye. While that part of advertising may not bring direct results, it is to give the store a place in the public estimation, which is just as important for future business, as the bringing of results is for the present.

Advancing!

When we can get a better article we get it; when we can do better service we do it. Our old friends shall have our best. New ones solicited on same terms.

Perry Grocery Co.
"PROGRESSIVE GROCERS"

DURHAM, N. C., SPRING, 1914

WAGONS LEAVE STORE

First load 9 a.m.
Second load 11 a.m.
Third load 3 p.m.
Fourth load 6 p.m.

OUR "THURSDAY SPECIAL"

Insurgents last fall, has been made a permanent bargain day for consumers. Making a lower price on some necessary article each week, serves as an advertisement, saving consumers money, and keeping our stock right.

BUYING CANNED GOODS

(Fruits and Vegetables)

by the dozen from P. O. Company means a saving of 10 per cent; having a full pantry in case of emergency, and therefore in easy mind. Buying in a larger way is modern and intelligent buying. It eases us delivery expense, and we give it back in 10 per cent discount.

This plan is meeting with greater favor with the people than we ever dreamed of. You are not required to buy a dozen of any article, unless you want to. It may be a dozen of 19 different kinds.

SPRING suggests a change of Food. We have here almost every seasonable article that can be found in a great metropolis, and at lower prices. Following we have selected about "101 Good Things"—the Cream of our stock—prices unchallenged. Everybody will be interested in one or all items herein briefly described.

"THESE ARE OUR JEWELS"

Perry's Own Olives—plain and stuffed.
"Premier" Canned Goods—Fruits and Vegetables.
Farmer Jones Sorghum Syrup.
Washington Baker's Bread.
"Rob Roy" Patent Flour.
Davis Oraham Flour.
Oconeechoc Butter.
"Better" Butter.
"Acorn" Brand Evaporated Milk.
Kerr's Favorite Saratoga Chips.
Chase & Sanborn's SEAL Brand Tea.
Chase & Sanborn's SEAL Brand Coffee.
"Our Blend" and "Our Own" Brands Coffee.

"Sunbeam" Macaroni makes Tarbell Cheese 100 per cent. better.

Spring suggests cleaner floors, and sweeping suggests **DUSTBANE**—A sanitary sweeping Compound, cleans floors—brightens carpets—absorbs dust. Prevents sickness and disease.

In popular use in Public Buildings, schools, etc.

It is not expensive. Large cans 25c.

Our first purchaser's testimony in regard to "DustBane" was—"It's a god-send."

PERRY'S OLIVES

Mammoth Queens and Selected Spanish-stuffed All perfect, neatly Olives in splendid bottles.
Bottles 10, 25, 50, & 90c.

SANDWICH OLIVES

Seeded and mixed with Peppers ready for sandwich.
Bottles 15c.

OLIVE OIL

Pure French and Italian—in cans and bottles. "Favaria" brand (Italian) in cans is up amongst the highest quality brands.

Plum cans 50c.
Quart cans \$1.00
Full measure.
The French is thinner and clearer, and may be better for some uses.
Bottles 50c.

PREMIER PREPARED MUSTARD

Quality guaranteed—is one of the best high-grade prepared mustards. This is the season to use it. Handsome bottles 15c.

SNIDER'S TOMATO CATSUP

(Not Artificially Colored)
Is pure and wholesome. Contents: One full pound average contains: Tomatoes, Sugar, Salt, Vinegar, Onions, Garlic and Spices.
Bottles 25c.

ROYAL (THE) SALAD DRESSING

(Never Separates, Never Spoils)
Guaranteed by the makers until every drop is used. A superior Dressing for all manner of meats. In three sizes, 10, 25, & 45c.

PREMIER—PREMIER—PREMIER

All canned Vegetables under this brand are good, yes, the best obtainable. When you buy "Premier" you know something good is coming. Price about the same as other brands net so good.
Corn 15c.
Peas 20c.
Succotash 20c.
Lima Beans 20c.
Little Beets 15c.
All subject to ten per cent. discount in dozen lots.

ASPARAGUS—LARGE CANS

Fine California Peas, used to sell at 40 and 50c, our price now for a bargain is 25c.
(Have only a few cases left).

DESSERT FRUITS

Our Peaches especially are worthy of mention.
Large California halves—in its own juice 20c.
"Imperial," a finer one—in standard cans, syrup 25c.
We also have the sliced Peaches, small cans 15c.

CHERRY BARGAIN

We have bought at a low price a lot of fine Cherries, large California White ones in standard 2 1/2 lb. cans. The finest you've seen at the price.
Per can 25c.
Ten per cent discount in dozen lots applies to the Peaches, Cherries and all fruits.

AN EXCELLENT DESSERT

Is "Sunbeam" and Sugar loaf Pineapple—grated, sliced and cubes. The many ways this can be prepared makes it a delicious and popular dessert.
Cans 15 & 25c.

COLD DRINKS

Make them as good as home lots cheaper than 5c. glass.
Welch's Grape Juice, Arrow Brand Grape Juice, Made of ripe Concord Grapes, unfermented, with little ice makes the best, and most wholesome drink civilized man takes.
Pints
Quarts
Gallons

HAWAIIAN PINEAPPLE JUICE

Made of fresh, ripe Pineapple—splendid drink for a change, also for desserts.
Pints
Quarts
Gallons

ICED TEA

One thing that makes Summer welcome, delightful and abundant is Iced Tea. Everyone can have the luxury of cold tea, whether it is so fortunate as to have a lot of Summer vacation or not. For results use "Seal" Brand or Teller's Orange Pekoe, Eng. Breakfast, Mixed, etc.
These are highest grade Teas, no doubt about a delicious drink if you use them when you have guests.
Packages 20c.

PURE APPLE CIDER VINEGAR

Made in Virginia—mellowed age. Makes Salad just right—is sure for Pickling purposes. You buy chemical vinegar when you can get that made from Apples.
Pints
Gallons
We have Malt and White (Heinz make) in bottles.

This is pretty impressive advertising. It distinctly suggests high class and high grade. Speaking of page 1, I think that might possibly have been strengthened. The idea to start with apparently was that spring means a change in food, and a number of suggestions would be made by which consumers could make this change. A very good idea and properly

Something is said about all the goods advertised, and no time is wasted in saying it. Moreover, it is well said, and if read will doubtless convince. I think perhaps the artistic quality of this paper would have been improved by setting the boldface lines in capitals and small letters instead of all capitals. Of course, this would have no bearing on

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
1/2 cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross.
J. B. LOSEY, Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of same for 2 cents per package. They are regular 10-cent size and were packed the Southern States.
FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 f. o. b. Waynesboro. Everything good as new.
STANDARD GROCERY CO.,
115 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—
Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 10 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to anyone interested.
W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3 1/2 dozen, Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 oz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.
GODFREY QUEBEL,
Eighteenth and Wingohocking Sts., Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.
Two pairs boys' medium weight shoes, size 1 1/2 and 2, at \$1.
Four pairs ladies' canvas top Oxfords, at 50 cents.
Five pairs men's Oxfords, at \$1.60.
These are food stock, sizes 6, 7 and 8. These are way under the original cost.
R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.
Also country lard by the can, at 11 cents per pound.
A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will

dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Also a National cash register, throws a receipt, individual clerk keys, for \$50. Both in good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25 1/2 inches wide. Top of case is fitted with beveled plateglass. Front and ends are DSA quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY CO.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Fleischmann's Yeast

IS ALWAYS FRESH

Every time our salesman delivers yeast to your store he replaces any stale cakes he finds with fresh ones. No trouble or expense to you; no complaints from customers—if you sell Fleischmann's.

THE FLEISCHMANN CO.

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk
1400 Spruce St., Phila.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—Flour case, 8 to 12 feet. Must be in good condition and cheap in price. Address W. E. Jones, Greenwood, Del. 18

WANTED.—Second-hand electric coffee mill, slicing machine, refrigerator, scales. Address M. W. N., care Grocery World Publication Co., 927 Arch St., Philadelphia. 18

WANTED.—Waste paper baler, new or second-hand; must be in good condition. Address Bauer & Harrison, 620 N. Second street, Philadelphia. 20

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

STORES

FOR SALE.—Store, established 25 years, doing \$35,000 or more a year. Will sell for \$3,500. Carries \$3,500 worth of stock. Address G. H. Hullfish, New Brunswick, N. J. 20

FOR SALE.—Grocery store and fixtures in one of the best towns in North-western Pennsylvania. Population, 5,000. Three railroads, seven manufacturing plants. All industries pay twice a month. Own my buildings and will rent or sell. Stock at present about \$4,000. Address M. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 17

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—General store and stock for sale. Established 25 years, \$50,000 to \$60,000 annual business. In center of New Jersey's best farming district. This business can be greatly increased; it is a great opportunity for some one. I am selling on account of poor health. Address Chas. A. Spaulding, Allentown, N. J. 22

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street,

west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FIXTURES

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost \$30. Also one rotary beef cutter, with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 23

FOR SALE.—Pair Angldile computing scales, good as new; no use for same; price \$50. Address LaRue & Pyatt, N. E. Cor. Union and Buttonwood Sts., Lambertville, N. J. 18

FOR SALE.—A Johnston swing knife meat cutter, for which I paid \$40, used less than two years, in perfect condition, for \$7.50. An Enterprise cutter for \$2.50, and a peanut hotter, costing \$8, for \$2, f. o. b. Slatington. Address E. F. Kern, Slatington, Pa. 21

MISCELLANEOUS.

FOR SALE.—Choice varieties of fall and winter apples, \$1.75 per barrel, in three to five-barrel lots. Barrels well filled. F. o. b. cars here. Cash or A. No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 20

FOR SALE.—Would like to make arrangements with first-class retail merchants in large towns and cities to handle some of my strictly fresh eggs. Address Luther G. Welch, Bridgeville, Del. 21

AUTOMOBILES

FOR SALE.—A Ford delivery car in good condition; cheap. Address Crocker & Ellis, Fredonia, N. Y. 21

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

MATCHES

THE DIAMOND MATCH CO.

Strike Anywhere —

—Safety Matches

Non-Poisonous

| | Price for 5 cases less than and over 5 cases per case | Price for 5 cases per case |
|--|---|----------------------------|
| Safe Home, No. 5 size, 5 bxs to pkg, 20 pkgs (100 bxs) to case..... | \$3.50 | \$3.60 |
| Bird's Eye, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.40 | 3.50 |
| Black Diamond, No. 5 size—packed 5 bxs in pkg, 20 pkgs (100 bxs) in case..... | 3.25 | 3.40 |
| Marguerite, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Search Light, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.40 | 4.65 |
| Blue Bird, No. 5 size—packed 1 doz. bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.10 | 4.35 |
| Crescent, No. 5 size—packed 12 bxs in pkg, 12 pkgs (144 bxs) in case..... | 4.00 | 4.25 |

A Bright Store

is a prosperous store. Look up and down your street and see which stores are doing the big business.

¶ You will see that the well-lighted stores—the Electrically lighted stores—are the ones which are prosperous.

¶ We will be glad to assist you in installing the most economical and efficient lighting system for your store.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

1845

Doesn't This Date Tell You Something?



'This is the date Knight's Cooking Extracts first decorated grocery shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for Knight's by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT'S
Cooking Extract Co.

No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

Published every
Monday.

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and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

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Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Food Inspector Asks Why Groceries and Meat Markets Should be so Unclean

Thinks Stores Where Meats are Sold Particularly Lacking. Lack of Proper Toilet Facilities for Clerks Another Shortcoming. One Sight Seen in a Meat Market. The Bad Back Room.

Most grocers are awake to the need of making necessary improvements, of keeping their stores in proper sanitary condition, providing proper protection against flies, dust and other means of injury to food products; yet, there are a few who do not feel any responsibility in this matter and complain that although they maintain a grocery they are not given proper patronage by the people of their town. Who is to blame for such a condition? There are towns where the citizens send to adjoining towns or cities for their supply of groceries and meats rather than patronize the local dealer, and in some instances they have been justified in such a course. The time has come when the up-to-date grocery will have its place in keeping with the demands of the time, and the food products will be at all times in sanitary shape. It does not necessarily follow that bulk goods may not be used or that the goods must be of the most expensive and latest advertised, but the goods can be kept under proper sanitary condition, uncontaminated with tobacco smoke from every person who desires to gather at the store in the evening to swap jokes and smoke stale tobacco. Codfish will no longer be piled alongside of cookies or butter, and perishable products will be put in shape so that they shall not be made offensive. The basement will be kept as clean and as well ventilated as the store itself, and the back room will no longer be a store room for every discarded product that may find its way into the place. The up-to-date groceryman is endeavoring to please his customers and his customers are becoming more exacting, and rightly so, with regard to the condition of the products which are supplied to them.

In not a few instances the meat market is also far from what it should be. Even though the front shop may appear well, the back room, where the sausage is made, and the basement may be a veritable breeder of filth, and the utensils far from sanitary. It was this class of

men who formerly used chemical preservatives to keep their products sweet. To-day they are neglecting the sanitary conditions of the surroundings. Back of the shop may be decayed animal products not properly drawn away or cared for; hides may be either kept in the back room with other articles of food, or in the basement to scent the entire building and to make unpalatable the food products.

In the course of the inspection of groceries, meat markets and other places where food products are sold, in connection with the work of the Food Department of this State, some proprietors of grocery stores have wondered why they received so low a rating. I have asked them these questions: Do you have city water in your store? Do you provide a place for your clerks to wash and do you furnish soap and towels? Do you provide toilets? Is the toilet boarded up? Is it stuck in a dark, old, dismal corner of your basement? Do you have the hams or bacon lying around on a box where dogs and mice have access to the same? Is the refrigerator, the cheese rack, etc., clean? In what "shape" do you keep your basement? Is it ventilated or just a foul dug-out under your store?

A toilet and conveniences for washing are required around a store or place where food is handled. It takes off twenty points from the score in this State where these are not provided. The toilet should be walled up, ventilated from the outside and not merely a platform in the basement or back room that ventilates into the room where food supplies are stored. All stores should frequently be scrubbed and the stock kept in such a condition that scrubbing is possible. The front of the store should not be the place for a store room. It looks very untidy.

In one town of this State, I saw stores where foods are handled that are not suitable and if some of the people who buy their food at these places saw the way it is handled

and the places in which it is kept and the care of preparation, it would be a safe guess that the customer would go out with an empty market basket. I believe the customers of any market place should demand the privilege of admittance to the back room, basement and work shop to see how their foods are prepared. It seems that the customer himself is at least half to blame for he should demand better sanitary conditions.

The condition of the average meat market may be much improved. This is especially true with regard to the back room, the basement or the place where sausage is made, and where the trimmings and waste portions of the meat, which are to be used in the preparation of sausage, are handled.

Only recently the writer saw just back of the door leading into a butcher shop a mass of putrefying, decaying products from the slaughter house with millions of maggots developing in the same, and flies so thick that one could hardly see the color of the material. Such a condition is a disgrace to any community. If the consuming public should

go into these back rooms, or in the back yard, and see conditions of this kind it would be a long time before meat would have an appetizing effect upon those before whom it was placed.

There is no food establishment that should be kept cleaner than a meat market. There probably is no shop that is easier to keep clean. The meat refrigerator is not a place for a general cold storage plant for fruits, pickles, dairy products, etc. Where we find such a condition we usually find a refrigerator so crowded with barrels, boxes, etc., that a frequent cleaning is impossible. One market basement writer found used as a hide-out. This is a very poor practice as the odor is always going to be more or less of an odor emitted from such a place. The meat blocks, tools and meat tables do not receive the care they should. The meat market should put up a clean, neat appearance. There were none in this city that impressed the writer so on entering your shops.

ALMA K. JOHNSON
North Dakota Food Department
Agricultural College, N. D.

A Coffee Fraud in Many Respects Amazing.

One of the Best Known New York Coffee Jobbers and Well Known Coffee Broker Convicted of Gross Coffee Substitution in Very Teeth of Many Food Laws. Each Firm Fined \$3,000 and Deprived of Citizenship. Facts of a Highly Interesting Case.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Oct. 29, 1914.

The prosecution recently brought by the United States Government in this city against William L. Mitchell, senior member of Mitchell Bros., of this city, a well-known wholesale house, and P. J. Shannon, an equally well-known coffee broker, has been concluded by a verdict of guilty in both cases, and a sentence on both defendants that they pay \$3,000 fine and lose their citizenship.

The case is astonishing in that such a daring fraud was perpetrated in the very teeth of the Federal and State food laws.

The facts were these: P. J. Shannon & Co., as brokers, were requested by the Heidemann Coffee Co., of Milwaukee, Wis., to send samples of Bogota. They sent out

samples, listing them as Bogota but the coffees submitted were a matter of fact washed Caracra. The Heidemann Coffee Co. ordered 84 bags of sample No. 1 which purported to be a P. A. Bogota. Shannon then went to Mitchell and offered him 16¼ cents for the coffee. After some argument the offer was accepted. Shannon then told Mitchell that the coffee had to be dumped and mixed as it was two lots, and stated that as he had sold the coffee, he would allow Mitchell 16½ cents for the coffee and pay half the cost of dumping and mixing, but requested Mitchell to bill the goods at 17¼ cents and give him the overage when the coffee was paid.

The case was perfectly clear so far as Shannon went—that he had attempted to put it over the Hei-

COMPLETE DISPLAY OUTFIT FREE

With the Grocery World Assortment of Ivins' Fancy Cakes

¶ These are the cakes on which Ivins has made his great reputation. Exceedingly attractive in appearance, of delicious eating qualities and made without the use of artificial colors, chemical preservatives or any other cheapeners or materials of doubtful standing, these widely advertised cakes will add to the profit and prestige of all stores that sell them.



SPECIAL OFFER

ONE DISPLAY RACK and
FOUR GLASS DISPLAY COVERS

(As Illustrated)

GIVEN FREE WITH THE FOLLOWING ORDER:

| | |
|--------------------------------------|--------|
| 1 Pail Ivins' Sweet Marie | |
| About 6½ lbs., @ 15c per lb. | \$0.98 |
| 1 Pail Ivins' Chocolate Butters | |
| About 7½ lbs., @ 16c per lb. | 1.20 |
| 1 Pail Ivins' Fruit Dessert | |
| About 6½ lbs., @ 15c per lb. | .98 |
| 1 Pail Ivins' Assorted Bon Bons | |
| About 5½ lbs., @ 16c per lb. | .88 |
| 1 Pail Ivins' Chocolate Dip | |
| About 6 lbs., @ 16c per lb. | .96 |
| 1 Pail Ivins' Butters | |
| About 7½ lbs., @ 15c per lb. | 1.12 |
| Total net cost about \$6.12 | |

FREIGHT PAID to any point in Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia. Shipments to other points will be made f. o. b. Philadelphia, less a freight allowance of 25 cents.

SALES GUARANTEE If goods are not satisfactory return all or any part at our expense within forty-five days from date of bill and we will give you credit at full cost price or refund your money if bill has been paid.

In ordering be sure to specify "Ivins' Grocery World Assortment"

J. S. IVINS' SON, Inc.

BAKER OF GOOD BISCUITS

625-627 North Broad Street

::

In Philadelphia since 1846

mann Co. and so make an additional profit. Both Mitchell and Shannon claimed that there was no conversation between them with reference to mixing and misbranding. Mitchell claimed he knew nothing about this feature of the transaction. There was considerable brought out to the effect that Mitchell was exceedingly mad with his clerks when he found out what had been done without his knowledge, but it was also brought out that these clerks were still in the employ of Mitchell and that Shannon, who he claimed had gone behind his back in putting this over was still selling for him.

Mitchell stated on the stand that he had instructed his clerks when the Food and Drugs Act went into effect that no more mixing and misbranding was to be done. The District Attorney then handed him some forty or fifty complete transactions secured from the New York Dock Co. covering the past two years, in every instance showing a rebagging and misbranding. Mitchell professed to be dumfounded and said he knew nothing about it.

The misbranding charge was admitted when the goods were seized. The case the Government then brought was one for conspiracy to evade the law, which is a felony. Judge Van Vleet, before sentencing the defendants, stated that it was evident from the result that the jury did not believe the statements of the defendants on the stand any more than he did.

Not only was the coffee mixed and misbranded, but a vessel had been substituted on the delivery order in place of the actual vessel that brought the coffee in. In other words, the washed Caracas coffee came up in the steamer "Progresso." This vessel does not bring Bogota coffees, so that Mitchell Brothers placed on their delivery order the name of a Bogota vessel, the "Allamania."

An important point of this case is that seemingly responsible warehouse companies are mixing and misbranding coffees at the instigation of importers. There is of course no objection at all to mixing coffees in a warehouse, but when the warehouse repacks in bags of another mark and permits the substitution of a vessel other than the correct one on their delivery order, there is absolutely nothing that can excuse such transactions. If a dealer buys a lot of coffee calling

for a shipment ex. a particular vessel, and the warehouse honors such a delivery order when the coffee did not arrive on such a vessel, it is my opinion that they are a party to the fraud. If a coffee is mixed in a warehouse, unless it all came from a certain vessel, it certainly

loses its identity in this regard, and in any event a delivery order should not be honored where a misstatement is made thereon, nor a weighing return issued stating that a coffee arrived on a vessel that did not bring it to this country.

B.

The New York Letter

Coffee Exchange First Decides to Re-open Next Wednesday, Then Decides Not To. War Insurance Advances. Advertising Beer as a Beverage. Foreign Houses Asking for Agency for American Products. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 30, 1914.

The coffee trade are very greatly exercised over the Government's successful suit against Mitchell, the coffee jobber, and Shannon, the coffee broker, which has been reported in this correspondence. They were accused of the boldest kind of fraud under the Federal Food Law and found guilty. Both men have stood well here, especially Mitchell, and the trade cannot understand how it is that, in the face of the Government's conspicuous efforts to enforce the food law, these men would have the courage to defy it as they did.

News was received on Wednesday that the London Underwriters had advanced their rates from $\frac{1}{2}$ to 1 per cent. on war insurance, particularly owing to the destruction of the English steamer "Manchester" by a German mine off the north coast of Ireland. The result of this news was to considerably strengthen rates for war risk insurance in this city.

Some interesting and unique advertising has been appearing in some of the New York papers during the week under the heading "What Is Beer, and Why It Has Become the National Beverage." The advertising consists of extracts from an address said to have been delivered by Professor Charles F. Chandler, of Columbia University, on October 5th of this year. The intent is to stem the tide of public sentiment which everywhere, and particularly in the large cities, is running against alcoholic beverages of every kind.

Early in the week it was expected that the Coffee Exchange would re-

open next Wednesday, November 4th. Although a great many operators believed that this is about as bad a time to reopen as the committee could select, on account of the very dull trade, nevertheless the traders were beginning to get impatient and wished to re-engage in gambling in coffee futures. Later in the week, however, the Board of Managers voted not to reopen.

According to advertising seen in the local commercial papers, foreign houses are beginning to ask to be appointed agents for American products, which everybody agrees will from now on have a very widely increased vogue abroad. A London house during the week inserted a very conspicuous advertisement in a commercial journal asking for the agency for American hosiery, flannel shirts and suspenders for Great Britain.

During the week evidence has been taken in the proceeding brought by the New York State Attorney-General against the local Mercantile Exchange and some of its members on the charge of restraining trade and interfering with competition. Representatives of the large Western packing houses, Armour, Cudahy and Swift, who are large factors in the egg business, have been subpoenaed to produce their books.

E. E. Martin, a butter and egg jobber and former member of the exchange, who in 1907 obtained an injunction against the exchange for publishing quotations, testified on Thursday. He said that the exchange had but few sales compared with the total sales in the New York market and that he had long ago come to the opinion that the official quotations published by the exchange were fraudulently made.

SUMMARIZED MARKET CONDITIONS.

Tea quiet, buyers taking stock from hand to mouth. Prices unchanged, with Japans higher than usual. Coffee about unchanged. Brazilian conditions a little better but with no effect upon this market as yet.—Sugar weak. Raw quiet at 3.89 and granulated 5.60. Western beet sugar granulated quiet at 5.25.—Canned tomatoes unchanged on a slightly higher basis than a week ago. Other canned goods quiet and unchanged.—All dried fruits quiet at unchanged prices. Citron, lemon and orange peel tending higher.—Salmon in fair demand at unchanged prices.—Wheat unsteady and inclined to be weak, with some talk of dollar wheat.—Flour in light demand and mills pressing for business. Prices weak.—Provisions easy.

A Remarkable Offer That Only Takes About \$6.12.

Messrs. J. S. Ivins' Son, Inc., of Philadelphia cake and cracker bakers make an offer in this issue which in several respects is the most generous we have ever known a manufacturer make. They have arranged what they call the "Modern Merchant and Grocery World" assortment of several of their leading brands of cakes: Swiss Marias, Chocolate Butters, Fruit Dessert, Assorted Bon Bons, Chocolate Desserts and Butters, all well-known leaders. With this offer, which stands the buyer about \$6.12, they give free a handsome display rack that is a constant salesman every day it is in view.

But even a more important part of the offer is that the firm will take back the unsold part of the goods, if any, within 45 days. This means that they send you the goods, give you a display rack to show them in and then guarantee their sale. Even more than that they pay the freight in New York, Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia, Massachusetts, Rhode Island and Connecticut. Full details of this remarkable offer appear elsewhere in a full-page advertisement.

The Ivins products are generally recognized as having the very finest quality made by any American baker. Anybody can instantly tell the difference between them and the ordinary cakes and crackers, and their greater richness is the cause of their enormous vogue in this section of the country.—Adv't.



In every drop of

MAPLE

We have put the quality that gives lasting and delightful flavor

ORDER YOURS FROM

JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.

H. H. SIMPSON, 841 Elcott St., Buffalo, N. Y.

CRESCENT MFG. CO. SEATTLE, WASH.

A Case of Evolution Important to You No Matter Who You Are



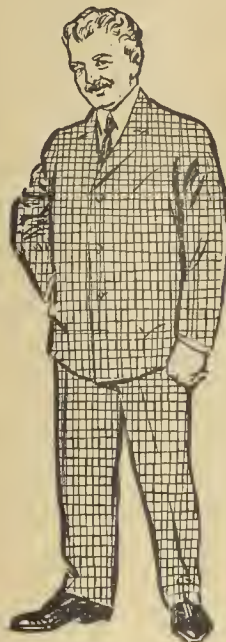
Grocery Clerk



Head Clerk



Boss Grocer



Wholesaler



Manufacturer

The Grocery Clerk wants to be the Head Clerk—the Head Clerk wants to be the Boss—the Boss wants to be the Wholesaler—the Wholesaler wants to be the Manufacturer.

It takes time, diligence, and ability for the Clerk to become Head Clerk, and while the same thing is necessary, only to a greater degree, for the Head Clerk to become Boss,

Every Grocer Can Become a Wholesaler and a Manufacturer

If this is true, it is important, isn't it? Fill in the coupon at the bottom of this page and we will prove that it is true so conclusively that no doubt will remain in your mind.

Under ordinary conditions, it would require a great deal of money for a grocer to become a Wholesaler or a Manufacturer. We will show you how to become both a Wholesaler and Manufacturer. If true, this is important too, isn't it? Fill in the coupon at the bottom of this page, and we will prove this also.

No Grocer is so prosperous that he can afford not to know what is going on around him. No Grocer is so independent that he can afford to close his eyes and then say, when it is too late, "I didn't see it." To be

just to himself, he must investigate anything which looks as though it might help him to greater independence.

We know that every Grocer wants to buy cheaper, and every Grocer knows that he would buy cheaper if every manufacturer sold him direct. We know, and every grocer knows that if he was the manufacturer of all the goods he sold to his customers, which means producer to consumer, the tremendous sums now going to the middlemen would come to him, and that he in turn could share them with his customers, which would mean—holding his customers.

If this can be done, it is important, isn't it? Fill in the coupon below and we will prove this too.

The United Grocers' Corporation TOLEDO, OHIO

COUPON

United
Grocers' Corporation
Toledo, Ohio

Please tell me how I can buy all the goods I need direct and share in the manufacturer's profit.

DATE

NAME

ADDRESS

WITH THE EDITOR

The war tax measure is now a law, and an analysis of its provisions shows that it will have a wide-spread effect. Almost everybody in business will pay the tax under one provision or another, and some will pay it under several provisions. They will also pay a tax as consumers. Generally speaking, the tax will be paid by the following:—

The War Tax.

Those who buy and sell bonds and shares of stock.

Those who give proxies for voting their shares.

Those who buy and sell produce and merchandise on the exchanges.

Those who borrow money on promissory notes.

Those who ship goods by freight or express.

Those who do long-distance telephoning.

Those who sell real estate.

Importers of goods through the Custom House.

Those who insure their goods or buildings.

Those who go abroad on ocean steamships.

Those who use perfumery or cosmetics.

Those who brush their teeth.

Those who chew gum.

Those who travel in parlor and sleeping cars.

Those who drink beer, wine or spirits.

Those who do business as brokers, including pawnbrokers.

Those engaged in banking, except mutual savings banks.

Commission merchants.

Proprietors of theatres, museums, concert halls and circuses, except the managers of Chautauqua courses.

Tobacco dealers and manufacturers.

Some lugubrious wit, after looking the law over, has declared that

the only business man not directly or indirectly taxed under it is the undertaker, but that is not strictly accurate. The new law will affect everybody except a savage owning nothing and living in the woods.

And while it is truly hard luck, that we, neutral and non-combatant, should have to bear this \$100,000,000 tax by reason of somebody else's war, still the situation might be worse. It is bad enough to lose money through war, but it is infinitely worse to lose money and life.

Ever since food laws, and now weight laws, began to be passed, and their enforcement was committed—usually—to ignorant and impracticable theorists or politicians, it has been a habit on the part of these officials to make rules and regulations which were absolutely unwarranted and illegal under the law they were to enforce. Dr. Wiley, former Government chemist, did that under the Federal Food and Drugs Act, and later had to back water several times. Other officials have done it since, and are doing it to-day, and usually they get away with it because fighting the United States, or even a State, is neither comfortable nor profitable. The officials take advantage of the natural reluctance to fight such mighty antagonists, and again

Poppycock!

and again perpetrate what to the writer has often seemed like absolute outrages.

In another column one of these is reported. The department at Washington has advised Florida fruit growers that besides putting the number of oranges or grapefruit on their boxes, the *average diameter of the fruit in the box* must also be put on! And later on, it is suggested that the grower may find it convenient to ascertain the average diameter of the *pack* and put that on his boxes!

The writer sees in the Federal law not the slightest shadow of justification for this. We believe that the first court which passed on it would throw it out with a sharp reprimand for the woolly-witted autocrats who conceived it.

The "Modern Merchant and Grocery World" is glad to note that the United States Government is endeavoring to administer a lesson

Illegal Manipulation
of the Butter and
Egg Market.

to the New York Mercantile Exchange for manipulating the market, and hopes and believes that the same lesson will eventually be taught to some other Produce Exchanges or Butter and Egg Boards. No food products are to-day being more directly and positively manipulated in defiance of law than butter and eggs are by "Produce Ex-

changes," "Mercantile Exchanges" or "Butter and Egg Boards." The New York Mercantile Exchange has a Butter and Egg Board, so has the Philadelphia Produce Exchange, and so have numerous other exchanges of the same kind. They all work about alike, and the writers believe are all violating the law in a greater or smaller degree.

The object of the manipulation of butter and egg quotations is of course the common one of enabling the manipulators to make more money. Daily "quotations" are made, supposedly based on the operations of supply and demand, but often based on the secret machinations of a few members of a board who hold more or less fictitious sales and then announce the result as the "market." The manipulation does two unfair and illegal things: it influences settlements which the manipulators—and others—make with shippers who send them goods, and it furnishes a false basis for sales which the manipulators—and others—make to their retail customers. The vice of the scheme is that it interferes with the natural course of supply and demand. In other words, if it were not for this manipulation of the market, prices would often be quite different. Sometimes they would be higher, for occasionally it serves the manipulators' purpose to depress the market but usually prices would be lower

Getting Business and Then Fooling With It

Some business men are very, very foolish when it comes to risking the good will of their customers. One would think customers too hard to get to risk losing them after they are gotten, but evidently everybody doesn't figure that way.

A coterie of promoters is now endeavoring in Philadelphia to float a new manufacturing scheme which promises to make two blades of grass grow where *none* grew before. A company has been organized, and stock is offered, with the usual free bonus for every share bought. Between the present status a scheme like this, and dividends,

there are so many obstacles that I cannot even begin to mention them.

The selling of the stock of this scheme has been committed to a firm of professional stock promoters who have been mixed up with a lot of similar schemes before. The members of this concern are now canvassing everybody who has a little money, chiefly retail business men. They gain their introductions to these retail business men by an ingenious scheme which I imagine is quite effective. The only point I want to make out of it is the shortsightedness which wholesale houses show in lending themselves to it.

The scheme is this: In some way or other—by a gift of stock if it can't be done otherwise—the promoters interest a wholesale dealer with a large number of customers on his books. Once they have landed him they persuade him to give them a personal letter to every one of those customers. One of those letters lies before me. It was sent by a wholesale fruit firm to a customer whose trade and whose good opinion they doubtless value. In part it reads as follows:—

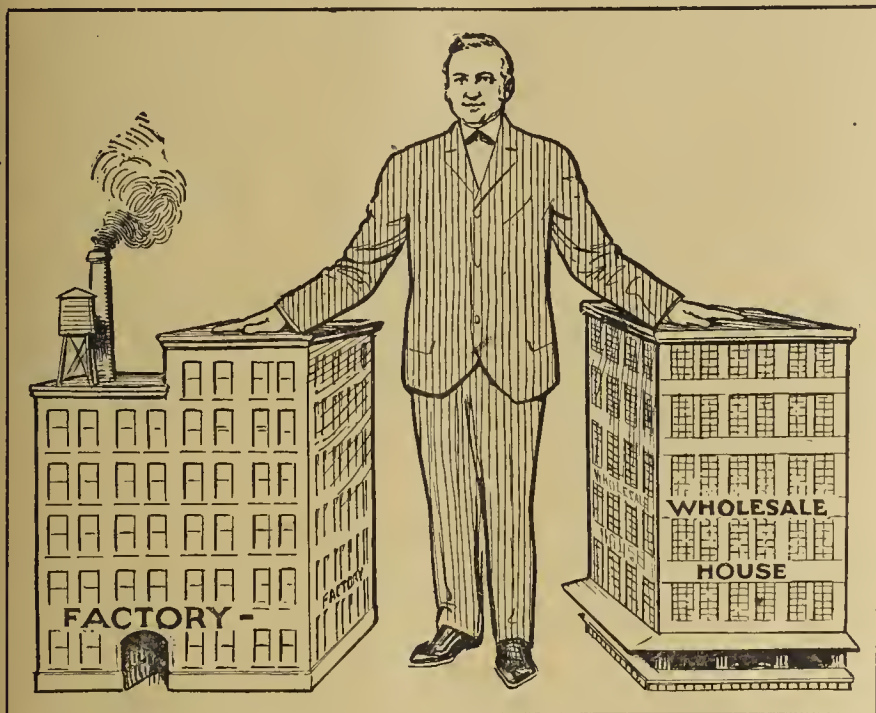
This will introduce you to Mr., who is the fiscal agent of the Co., and who represents a most important

proposition for the commercializing of an article heretofore entirely worthless, the conversion of which into a most necessary product for which there is unlimited demand, offers unusual possibilities in the way of profits.

I have myself become interested in the proposition, and believe if you will give a little of your time to explain fully the possibilities touched upon, you will, as I have, appreciate the same.

Now this is nothing less than a strong boost for a speculative scheme that may or may not make good. If it does make good, of course the writer of the above letter has the recipient of it bound to him for life. But suppose it does not make good, and statistics say

Until You Can Do This—Have a Hand in the manufacture and wholesaling of the goods you handle, you will never get yours



If every manufacturer would sell you direct, at the wholesale price, wouldn't you be foolish to pay the wholesaler's profit? You will be just as foolish if you don't fill in and send us the coupon at the bottom of this page, so we can tell you how to get the wholesaler's profit.

If every manufacturer was willing to share his profits with you, wouldn't you be foolish if, instead of taking advantage of it, you kept on working from 12 to 17 hours a day for the same salary that one of these manufacturers pays his head clerk? You will be just as foolish if you don't fill in the coupon and send it to us, and find out how you can share in the manufacturers profits.

NO GROCER EVER MAKES REAL MONEY UNTIL

he becomes a manufacturer, and a wholesaler. Practically every grocer makes real money after he has become a manufacturer and a wholesaler.

Every grocer who isn't a manufacturer and a wholesaler can become one just as easily as the grocers who are manufacturers and wholesalers. Fill in the coupon and send it to us, and we will show you how.

The United Grocers' Corporation
Toledo, Ohio

COUPON

**United
Grocers' Corporation**
Toledo, Ohio

Please tell me how I can buy all
the goods I need direct and share in
the manufacturer's profit.

DATE.....

NAME

ADDRESS

that it only has about five chances out of one hundred. Suppose it does not make good? The wholesaler has virtually guaranteed—with that customer's business—the success of the scheme to him. If it fails, he will lose that business unless the customer is a most unusual man.

When you figure that a letter like this went to every one of that firm's customers, you will see that from now on they are sitting over a volcano. Collapse of the stock scheme, particularly if there happened to be anything fraudulent about it, might very easily mean the complete destruction of that house. That is precisely what happened to a physician of my acquaintance. He was the leading physician of a Philadelphia suburb—busy all the time, with a practice several times as large as that of any other physician out there.

Somebody interested him in a petroleum scheme and he went quite wild over it. Drummed the stock to every patient, including such patients as old maiden ladies who couldn't afford to lose a dollar. He sold an amazing amount of stock, and when the scheme flunked, as it did in a very short time, he had an angry patient for every block of stock he sold. That thing completely ruined him. He sold his team, and finally his house, and then moved to Pittsburg. It was a great pity, but it was his own fault.

It seems elementary that a man who by hard work has won and is holding a customer, should do nothing which will risk losing him.

E. J. B.

Here is a Curious Thing.

Quite recently a gentleman in Europe, observing the passage of some troops through a village, noticed the women, in their enthusiasm, offering little gifts to the soldiers, and, making some inquiries, ascertained that the soldiers almost invariably asked for chocolate or cigarettes. Lately European governments have made large purchases of chocolate, finding that it is the favorite emergency ration on account of its small bulk and the large amount of nutriment it contains.

For many years in this country Walter Baker & Co.'s chocolate has been recognized as an exceedingly valuable article of food; chocolate containing, as one authority has stated, "More flesh-forming matter than beef."—Advt.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Pennsylvania Organization Notes.

It is quite possible that a number of associations will endeavor to have ordinances passed regulating the transient merchants which infest the various towns. The "Modern Merchant and Grocery World" performed a distinct service to the trade by printing the law on the subject.

The Braddock Association gave a splendid luncheon to its members at Carnegie Institute on October 29th. The attendance was large and there were some inspiring addresses and good music.

New Castle is planning a "Boost-er Week" for the week commencing November 7th and ending November 14th. Visitors are expected from a radius of 25 miles and arrangements have been made to refund car fare to purchasers. Edward O'Brien has charge of the arrangements.

Here's a copy of a splendid sign on the office door of a wide-awake wholesale grocer:—

"We welcome all salesmen. We look at all samples. Be prompt. We are busy."

This wholesaler is popular, prosperous and every salesman has a good word for him whether he sells him or not. It pays to be pleasant to the men on the road. Some wholesalers could profit by following his example.

Twenty ounces to the pound is a new method of cutting prices. Big signs all over one retail store announces this fact. Another cut we noticed in one store was "a cash discount of 3 per cent. on all purchases." As prices appeared to be "cut to the bone" we wondered what the final result would be at the end of the year.

Next week Mr. Smedley will visit the associations at Lancaster, Hazleton and Chambersburg.

Organizer Smedley was the guest of the New Castle Retail Grocers' Association at a splendid dinner given to the members at the Y. M. C. A. building on October 19th. There was a big attendance. President Gibson introduced J. C. Norris as the toastmaster. The organizer made an address and the balance of

the evening was spent in an exchange of experiences.

The organizer spent Tuesday, October 20th, with the newly formed association at Sewickley, in the evening addressing the association in the Town Hall. The organization has affiliated with the State association.

Sewickley is a splendid town with real live merchants. It was a good meeting.

The organizer visited the association at Farrel on October 21st. This is a new association, but it promises to be an efficient one. It has affiliated with the State association. A large number of the merchants were present and some forward work was mapped out.

Too many banquets, concerts, etc., at Sharon on October 22d made it necessary to postpone the meeting of the merchants planned for this date. We hope to return. Sharon is a good town and a good association but it is not as active as it should be. An effort will soon be made for an effective revival. Pres-

ident Kahl and Secretary Wilkes are wide-awake men and in their hands the association should go forward.

We had a real revival meeting at New Brighton on Friday, October 23d. We spent the day calling on the merchants and in the evening addressed a big meeting. Association matters look promising. Addresses were made by I. Z. Smith, secretary New Castle Credit Men's Association; A. A. Woods, secretary Butler Merchants' Association. A committee was appointed to engage the services of a paid secretary and the committee has in mind a very desirable man. After the regular meeting we met the grocers and had a real old-fashioned experience meeting.

"Indifference is the foe to progress." If the merchants of Pennsylvania would shake off their indifference to their own interests and make up their minds that membership in a business men's association meant a business investment, the evils which beset all lines of business would soon disappear.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.



This is what happens when the Grocer bucks his "Big Brothers"

If you were all one size, it wouldn't be so easy, would it? If you were as big as the other two, and they were as small as you appear to be, it would be impossible, wouldn't it.

You can be your own jobber, for you can buy all your goods direct. Fill in the coupon and send it to us, and we will prove it to you.

You can become interested in the manufacture of all the goods you handle. Fill in the coupon and send it to us, and we will prove this also.

If you can

Buy All Your Goods Direct

no matter how small you are, there is no question about this increasing your chances of becoming big, is there?

If you can become interested in the manufacture of the goods you sell, you would be very foolish to continue to give *all* the profit to the manufacturer and wholesaler, wouldn't you? Fill in the coupon, and send it to us, and we will show you exactly how to do it.

The manufacturer is big because he gets these big profits. You are small because you don't. As long as you stay small, you will continue to take just what the manufacturer hands you—as illustrated above.

When you grow as big as he is—and it is possible, mind you—*then*—and not until then, you will be in a position to ask him sweetly to handle you more gently, and if he doesn't do it, *then*—and not until then, you can hand him what he is now handing you. Whether there is any doubt in your mind, or not, on this subject, fill in the coupon and send it to us, and then—*after* you hear what we have to say, pass your judgment. You can't possibly express yourself on this, or any other subject until you KNOW.

The United Grocers' Corporation Toledo, Ohio

COUPON

United
Grocers' Corporation
Toledo, Ohio

Please tell me how I can buy all the goods I need direct and share in the manufacturer's profit.

DATE.....

NAME.....

ADDRESS.....

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

November.

Ladies' Home Journal.

Swan's Down Cake Flour, two inches.
Campbell's Soups, half page.
Blue Label Food Products, eighth page.
Alexander's Dove Brand Molasses, three inches.
Colburn's Spices, two inches.
Cox's Gelatine, eighth page.
Hormel's Hams and Bacon, three inches.
Ivory Soap, one page.
Eagle Brand Condensed Milk, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, one page.
Old Dutch Cleanser, one page.
Corn Puffs, half page.
National Biscuit Co., half page.
Puffed Wheat and Rice, half page.
Burnett's Fresh Fruit Extracts, eighth page.
Royal Baking Powder, half page.
Pettijohn's Breakfast Food, four and a half inches.
Parrot Metal Polish, eighth page.
Three-in-One Oil, five and a quarter inches.
Pompeian Olive Oil, eighth page.
Quaker Oats, half page.
Sani-Flush, eighth page.
Scot Tissue Towels, sixth page.
Swift's Wool Soap, five inches.
Mapleine, four inches.

Ladies' World.

Gold Medal Flour, one page.
Wrigley's Spearmint, one page.
Bon Ami, quarter page.
Eagle Condensed Milk, quarter page.
Grape Nuts, quarter page.
Puffed Wheat and Rice, quarter page.
Post Toasties, quarter page.
Products of National Biscuit Co., half page.
Royal Baking Powder, half page.
Cream of Wheat, one page.
Old Dutch Cleanser, half page.
Corn Puffs, half page.
Three-in-One Oil, four inches.
Crystal Domino Sugar, half page.
Educator Crackers, two inches.
Carnation Milk, quarter page.
Pompeian Olive Oil, eighth page.
Mapleine, four inches.
Priscilla Doughnut Flour, eighth page.
Rumford Baking Powder, eighth page.
Quaker Oats, half page.
Pettijohn's Breakfast Food, five inches.
Cox Gelatine, four inches.
Sauer's Extracts, three inches.

Designer.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Bon Ami, quarter page.
Post Toasties, quarter page.

Grape Nuts, quarter page.
Quaker Oats, half page.
Products of National Biscuit Co., half page.
Corn Puffs, half page.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Pettijohn's Breakfast Food, five inches.
Snider's Catsup, one page.
Gold Medal Flour, one page.

Pictorial Review.

Cream of Wheat, one page.
Old Dutch Cleanser, quarter page.
Ivory Soap, one page.
Campbell's Soups.
Post Toasties.
Eagle Brand Condensed Milk, quarter page.
Grape Nuts, quarter page.
Royal Baking Powder, half page.
Products of National Biscuit Co., half page.
Quaker Oats, half page.
Puffed Wheat and Rice, half page.
Minute Tapioca, eighth page.
Kitchen Bouquet, two inches.
Crisco, quarter page.
Corn Puffs, half page.
Pettijohn's Rolled Wheat with Bran, five inches.
Sani-Flush, eighth page.
Bon Ami, one page.

Delineator.

Crisco, one page.
Bon Ami, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Post Toasties, quarter page.
Eagle Brand Condensed Milk, quarter page.
Cox's Gelatine, eighth page.
Pettijohn's Rolled Wheat with Bran, four and a half inches.
Grape Nuts, quarter page.
Puffed Wheat and Rice, half page.
Royal Baking Powder, half page.
Corn Puffs, half page.
Products of National Biscuit Co., half page.
Ralston Wheat Food.
Quaker Oats, half page.
Three-in-One Oil, five inches.
Snider's Catsup, one page.
Gold Medal Flour, one page.

Saturday Evening Post.

Quaker Oats, half page.
Old Dutch Cleanser, quarter page.
Armour's Grape Juice, one page.
Crisco, one page.
Lowney's Crest Chocolates, etc., half page.
Onyx Ware, eighth page.
Puffed Wheat and Rice, half page.
Occident Flour, two pages.
Old Dutch Cleanser, quarter page.
Bull Durham Tobacco, one page.
Johnston's Chocolates, quarter page.
Sunshine Specialties, quarter page.

Hunt's Fruits, third page.
Snider's Pork and Beans, one page.
Campbell's Soup, half page.
California Raisins, one page.
Blue Label Ketchup, nine inches.
Mapleine, two inches.
Three-in-One Oil, quarter page.
Ivory Soap, one page.
Campbell's Tomato Catsup, half page.
Wrigley's Spearmint, two pages.
Velvet Tobacco, half page.
Lowney's Chocolates, half page.
Whip Ready Rolled Tobacco, eighth page.
Gold Medal Flour, one page.

The Century Magazine.

Swift's Premium Bacon.
Nabisco Wafers, one page.
White House Coffee, half page.
Occident Flour, one page.
Ivory Soap, one page.
Libby's, one page.

Everybody's Magazine.

Grape Nuts, one page.
Campbell's Soups, one page.
Occident Flour, one page.
Three-in-One Oil, four inches.
Velvet Tobacco, one page.

Blue Label Ketchup, half page.
Whitman's Chocolate Products, half page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.

The Outlook.

Quaker Oats, one page.
Bon Ami, one page.
Grape Nuts, one page.
Blue Label Ketchup, half page.
Kellogg Toasted Corn Flakes, one page.
Ivory Soap, one page.
National Biscuit Co., one page.
Pettijohn's.

Pearson's.

Bull Durham Tobacco, one page.
Lucky Strike Tobacco, one page.

Good Housekeeping.

Baker's Cocoa, one page.
Gold Medal Flour, one page.
Armour's Simon Pure Lard, one page.
Old Dutch Cleanser, one page.
Wesson Cooking Oil, one page.
Crisco, one page.
Shredded Wheat, one page.
Campbell's Soups, one page.
Hotel Astor Coffee, one page.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

The Badness and Goodness of Jealousy.—Jealousy is an awful disturber, and it's just as foolish as it is awful. In business you will seldom find a jealous man a broad man. You will find him to be a man full of little fancied wrongs, and these illusions of his keep him from broadening out and making the most of himself.

We have seen jealousy work badness and goodness in the store, but we will speak of the badness first and allow our article to be what the sentimental fiction reader terms "a good ending."

Store jealousy among clerks comes from fear. The dictionary may give a different definition of it, but practical experience with the monster tells us that it's fear—plain fear and nothing else.

Go away down into your own inward secret seat of thought, let it face the open and answer you manfully, why it is that you are jealous of Frank Jones.

It isn't because he is older or dresses better or is better looking. Is it not because you fancy he had a pull with the boss, or because he knows his stock better, works harder or makes more sales than you do; or worse still, is it because he is getting as much pay as you get and you are a year ahead of him in the store force?

Whatever the cause, at the bottom of it lies fear—fear that some day or somehow he will be giving you official instructions in your work. And this is just the very thing that will happen if you keep up your narrow thinking and he keeps up his broad acting.

Because your jealousy is crippling you. You have allowed it to so impede your actions and darken and dampen your thought that you have made this man Frank a stumbling block. You aren't alone. There are thousands in your predicament in every mercantile and professional department of life acting just as silly, just as irrational as you.

Do you know how you should deal with Frank? You should view him as your best friend.

You remember when a bunch of us fellows used to start out on a century run during the bicycle days we always picked a pacer. We picked a lad who knew the turns, who had good general endurance, good muscle and good wind. He showed us what could be done.

Were we jealous? Did we skulk? Of course not, but we prepared for the next run so as to be able to at least keep pace with him.

Your action in the store is exactly a parallel case. Frank is the pacer, and instead of knocking him, instead of criticising his methods, emulate him. He is just the man you need. Be glad he is there. Be glad you have a pacer that keeps you on the live list.

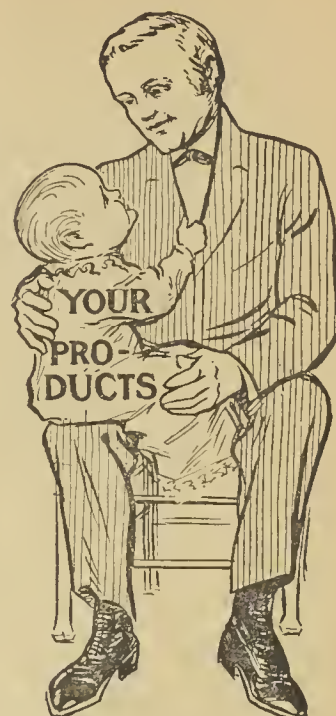
Nobody is jealous of Edison. He's a mover and thinker, and because he is, he keeps his entire official force moving and thinking.

Be men and cut out this mean spirit and open your mind and heart to the splendid action and talent—developing capacity of the fellows you are associated with. They're surely a blessing in disguise, and it is entirely up to you to profit by their example.



DO YOU WANT TO TRADE?

Did you ever see a baby
in your life that you would
trade for yours? If you
did you are a most un-
natural father



Why in the name of common sense should you father the manufacturer's baby instead of your own? That's exactly what you do when you sell a brand of goods which you are not responsible for. You have only one excuse, the manufacturer creates a demand for his goods through consumer advertising.

How many times have you ever seen an advertisement which was so strong that you couldn't advertise another product in your face-to-face talk with your customer, still stronger?

Don't you know that no manufacturer, regardless of the tremendous pulling power of consumer advertising, has any chance at all when you pit against it

Your Personal Influence With Your Customers?

There is scarcely a product on the market which cannot be duplicated as far as quality is concerned, at a very much lower price than you pay for it. If this wasn't so, the manufacturer would not have the money to spend for consumer advertising.

Some of the money which is spent for consumer advertising should come to you. You will never get it by asking for it, no matter how many times you say "please". There is just one way, and only one way that you can get it, and it is really worth working for, because the amount spent for consumer advertising is over \$700,000,000.00 a year—and that is to be personally interested in the manufacture of the goods you sell—to buy them direct to save the wholesaler's profit.

If you will fill out the coupon and send it to us, we will show you how this can be done.

The United Grocers' Corporation
Toledo, Ohio

COUPON

DATE

**United
Grocers' Corporation**
Toledo, Ohio

Please tell me how I can buy all
all the goods I need direct and share
in the manufacturer's profit.

NAME

ADDRESS

Nabisco and Anola Wafers, one page.
 Lowney's Cocoa, one page.
 Morton's Salt, one page.
 Pompeian Olive Oil, one page.
 Sunshine Biscuit, one page.
 Electro-Silicon Silver Polish, one page.
 Eagle Brand Condensed Milk, one page.
 Airline Honey, one page.
 Guernsey Ware, half page.
 Baker's Premium Coconut, two inches.
 Swan's Down Cake Flour, two inches.
 Porcela Cleaner, quarter page.
 Three-in-One Oil, quarter page.
 Kitchen Bouquet Flavoring, quarter page.
 Kornlet, quarter page.
 Colburn's Spices, quarter page.
 Cornlet, quarter page.
 McMonagle & Rogers Vanilla, quarter page.
 Ballard's Edible Bran, quarter page.
 White House Coffee, half page.
 Scot Tissue Towels, half page.
 Burnett's Almond Extract, half page.
 McNally's Olive Oil, half page.
 Minute Tapioca, half page.
 Beech-Nut Tomato Catsup, one page.
 Ralston Wheat Food, one page.
 Dromedary Dates, one page.
 Cox Gelatine, one page.
 Underwood Deviled Ham, one page.
 Worcester Salt, one page.
 Swift's Premium, one page.
 Ivory Soap, one page.
 Bon Ami, one page.
 Dr. Price's Extract of Vanilla, one page.

Harper's Monthly.

Shredded Wheat, one page.
 Grape Nuts, one page.
 Ivory Soap, one page.
 Royal Baking Powder, quarter page.
 Baker's Cocoa, quarter page.
 Postum, quarter page.

The American Magazine.

National Biscuit Co.'s Nabisco and Anola, third page.
 Blue Label Ketchup, eight inches.
 Ivory Soap, one page.
 Libby's Hawaiian Pineapple, one page.

McClure's.

Ivory Soap, one page.
 Campbell's Soups, one page.
 Grape Nuts, one page.
 National Biscuit Co., one page.
 Listerated Pepsin Gum.
 Cream of Wheat, one page.
 Shredded Wheat, one page.

The Woman's Magazine.

Crisco, one page.
 Post Toasties, quarter page.
 Procter & Gamble's White Naphtha Soap, quarter page.
 Grape Nuts, quarter page.
 Bon Ami, quarter page.
 Puffed Wheat and Rice, half page.
 Quaker Oats, half page.
 National Biscuit Co.'s Goods, half page.
 Royal Baking Powder, half page.
 Puffed Corn, half page.
 Snider's Catsup, one page.
 Gold Medal Flour, one page.

The Youth's Companion

Minute Tapioca, eighth page.
 Crisco, quarter page.
 Baker's Cocoa, four inches twice.
 Three-in-One Oil, two inches.

Leslie's Weekly.

Beeman's Pepsin Gum, eight inches.
 Post Toasties, quarter page.
 Quaker Oats, half page.
 Swift's Premium Ham, quarter page.
 Tuxedo Tobacco, one page.
 Gold Medal Flour, one page.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Philadelphia Candy Manufacturers.

Elizabeth, N. J., October 29, 1914.
 To the Editor.

Dear Sir:—Kindly give me the names of some Philadelphia candy manufacturers.

Yours truly,
 J. A. SHAPIRO.

Croft & Allen, Thirty-third and Market streets; Chas. W. Miller, 3735 Filbert street; Stephen F. Whitman & Sons, 415 Race street, and Quaker City Chocolate and Confectionery Co., 2140 Germantown avenue.

Two Inquiries.

Adamstown, Pa., October 29, 1914.
 To the Editor.

Dear Sir:—What do you know about the Mountain Valley Water Co., 258 S. Twelfth street, your city? Is it a water possessing curative power? Who buys string twine from the packages a grocer gets?

Thanking you, we remain,
 Yours truly,
 H. F. SNADER & Co.

The Mountain Valley Water Co., 258 S. Twelfth street, Philadelphia, Pa., claim a great medicinal value in their product along the lines of stomach troubles, etc. From their statement it could be used as a table water, but its high price is prohibitive, being \$1 per gallon. They state that Smith, Kline & French and Robert Steel and other firms of like importance handle it. It comes in various sized bottles.

You can dispose of your strings, twines, etc., to the Penn Paper Stock Co., Marshall and Willow streets, Philadelphia, who will pay 50 cents per 100 pounds.

Finding the Cost Price on Free Deal.

Los Angeles, Cal., October 17, 1914.
 To the Editor.

Dear Sir:—A merchant here recently bought one dozen large bottles grape juice for \$4.75 and eight dozen pint bottles grape juice for \$21.20. He received one dozen large bottles free. Will you very kindly let me have the actual cost price of the entire lot per dozen? We did figure on the cost, but differ in the solution. As a subscriber to the "Modern Merchant and Grocery World," I felt you would not mind the little space it will use in your paper.

Yours truly,
 WM. J. RIESE.

In this case it is a little hard to give the benefit of the free dozen to anything but the dozen of the corresponding size. It would of course be customary to figure that the buyer paid \$4.75 for two dozen large bottles and that the cost price was therefore \$2.37½ per dozen, or 19.8 cents per bottle. We

should then charge the regular retail price of the quarts; in fact, that is what you will have to do to preserve the proper difference between the quarts and the pints. As for figuring the cost price on the whole lot, it amount to this: The buyer spent \$25.95 for grape juice and received a rebate worth, we will assume, \$4.75, or about 18 per cent. Deduct 18-per cent. from the full price of the quarts (39.6 per bottle) and from the full price of the pints (22 cents per bottle) and you have the net cost of both. This will be 32.5 cents for quarts and about 18 cents for pints.

A Market for Dried Apples, Etc.

Bland, Va., October 21, 1914.
 To the Editor.

Dear Sir:—Will you kindly give me name and address of some reliable man we could sell dried apples and produce?

Also of the manufacturer of machine to measure cloth in bolt when taking inventory? It is quite a job to handle, unroll and roll 8,000 to 10,000 yards of cloth. I do not find anything of the kind mentioned in your valuable journal.

Thanking you for this favor, I am,
 Yours truly,
 F. A. CRABTREE.

As to dried apples, we suggest your getting in touch with the following firms in Philadelphia: Schlaich Bros., 34 N. Delaware avenue, and H. Cowan & Son, 28 S. Front street.

We called up an authority in the dry goods line concerning your request for the name of a device for measuring cloth, and he knew of nothing good for this purpose except a machine costing about \$500, which would, of course, be out of the question for the ordinary retail merchant. One of our solicitors who was in the office and heard us calling for this information, suggested a method by which much time would be saved on inventories. This was to have the clerk subtract after each sale the number of yards sold, marking the balance each time on a tag attached to the bolt.

How Florida Fruit Will be Stamped From Now On.

The Florida Growers' and Shippers' League has issued the following announcement as to how Florida fruit, meaning oranges and grapefruit, will be labeled in the future:—

The growers and shippers are at liberty to stamp upon the boxes the contents of that box in terms of bushels, pecks, quarts, pints or fractions thereof. We have received a statement from the Department that for the Florida standard box, which

measures 12x12x24 inches, the expression "Contents 1½ bu." stamped upon the box, will fulfill all of the requirements. In addition to this marking, the numerical count may be added.

If the shipper does not desire to use the first method, he may stamp his boxes with the number of oranges or grapefruit the box contains. In addition to this number there must be placed upon the box, however, the average diameter of the fruit in that box. The exact measurement of these diameters for the different packs was determined several years ago by Prof. Hume, and a table was prepared by the Experiment Station. It is perfectly legitimate to use a larger diameter than indicated in this table, providing, of course, you do not give the average diameter larger than it actually is. If one desires to use this latter method of stamping his boxes, it is possible to prepare rubber stamps which will show each pack, and at the same time the average diameter of that pack. This will make it unnecessary to do any more stamping than is done at the present time when the packer stamps the number of fruit on the end of the box.

Apple Day Made a Hit in Pittsburg, Pa.

Seems to Have Been Celebrated More Extensively There Than Anywhere Else.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., Oct. 30, 1914.

Apple Day (last Tuesday) made a pronounced hit with the public of Pittsburg. Many of the big department stores surrendered some of their display windows in which to produce and fruit men put hand some apple exhibitions. The decorations were in fanciful figures constructed of apples of various sizes and colors. Illuminated by shaded lamps these displays were very attractive.

The public did not get the full significance of the occasion, however, until the fruit dealers parade had traversed all the downtown streets. Headed by a band the procession went from the produce yards at Twenty-first street and Allegheny Valley Railroad down to the Wabash depot in Liberty avenue. The parade happened just at the lunch hour when thousands from the office buildings and stores were in the streets. Two million of apples were distributed and the scenes along the sidewalks when the fruit was thrown from the wagon were amusing. There was a wild scramble for every apple and at times one apple would be tossed half a city block from one eager hand to another before some fortunate individual could get his finger securely about it. Twenty-nine

agon loads of apples, shipped from the West, were sent to the public school buildings, where the fruit was distributed among the children. Altogether the Apple Day was a success.

The firms participating in the apple festivities were: Iron City Produce Co., M. O. Coggins Co., Miller & Co., Schaub Fruit Co., H. C. Kurtz & Co., Joseph Flaherty, Ohio-American Fruit Co., Beatty Haberman, Crawford & Bunce, James M. Fanning, S. C. Focer, Hutchfield & Woolfolk, Chester Franzell Co., Kammerer Brothers Co., A. M. Travis Co., Troop Brothers and J. R. Coll Co.

P. I. D. U.

United States Department Tells How It Proposes to Enforce Federal Net Weight Law.

Green Coffee in Bags Need Not be Labelled With Net Weight Because That Particular Package Does Not Go to Consumers. Opinions on Various Other Net Weight Questions.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., Oct. 30, 1914.

The Department of Agriculture has handed down many opinions during the last few days interpreting the new amendment to the Federal Food and Drugs law, requiring foods "if in package form" to bear statement of net weight or count upon the label. Some of these opinions are summarized as follows:—

36. Statement of Quantity of Contents on Bags of Green Coffee.

Inquiry has been made as to whether green coffee in bags imported from Brazil should be marked with a statement of the quantity of the contents in accordance with the provisions of the act of March 3, 1913, commonly known as the Net Weight Amendment to the Federal Food and Drugs Act.

It is stated that green coffee is commonly received from Brazil in cargo lots packed in bags weighing approximately 132 pounds each, and that such bags of green coffee seldom, if ever, reach the ultimate consumer, there being practically no demand among such consumers for unroasted coffee.

The question whether green coffee in bags constitutes food in package form within the meaning of the Net Weight Amendment is, in the opinion of the department, not entirely free from doubt. Under the circumstances the department will for the present interpose no objection to the importation of green coffee in bags solely upon the ground that such bags are not plainly and conspicuously marked with a statement of the quantity of the contents.

Should it finally be decided by the department that bags of green coffee constitute food in package form within the meaning of the law, public notice of such a decision will be



Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

given and importers afforded an opportunity of making the necessary arrangements, in the countries from which coffees are imported, to have the necessary statements placed upon the bags.

87. Statement of Quantity of Contents on Packages of Fresh Oysters.

When fresh shucked oysters are shipped in interstate commerce in returnable packages which are refrigerated, these packages should be plainly and conspicuously marked with a statement of the net contents, by measure, in terms of the largest unit of measure and fractions thereof, in the package, or in terms of weight, if preferred, if there is a trade custom to this effect.

There appears to be no objection to labeling with a statement of quantity, under these conditions, by means of a tag which is firmly affixed to the package, providing it is made conspicuous.

88. Quantity of the Contents of Canned Oysters, Canned Clams, and Canned Shrimp to Be Declared on Cut-Out Weights of the Drained Meat.

In the opinion of this bureau, the quantity of the contents of a package of canned (cove) oysters or canned clams, as usually packed and processed, should be declared on the basis of the cut-out weight of the drained meat. This also applies to canned shrimp.

In this connection attention is called to letters Nos. 2 and 3, in Bureau of Chemistry Service and Regulatory Announcements for January, 1914, which state the weights of drained meat which, in the opinion of the bureau, satisfactorily fulfill the requirements of Food Inspection Decision 144 in the case of canned oysters and clams.

89. Statement of Quantity of Contents on Packages of Flavoring Extracts.

If a bottle of flavoring extract is placed in a permanent carton and is delivered to the consumer in the carton, the regulation (F. I. D. 154) would seem to be satisfied if the statement of quantity appears only on the carton. The law itself requires merely that the statement shall appear on the outside of the package. If the carton is a part of the permanent package, a statement placed upon it would seem to be on the outside of the package within the meaning of the Net Weight Amendment.

90. Statement of Quantity of Contents on Packages of Catsup.

In the opinion of the bureau, catsup may be sold either by weight or by measure, in conformity with paragraph (f) of Food Inspection Decision 154.

HOLT.

AMONG THE TRADE.

The well-known wholesale coffee house of Sutton & Vansant, Philadelphia and New York, is liquidating. There is no failure—the firm is simply retiring from business. It consisted of Milton W. Orme, Daniel B. Graeber and A. Gordon Norrie. The last named will wind up the business. Some effort is being made to reorganize it by the two other partners.

Boots—Shoes—Findings

Some Shoe Ad. Copy.

When it comes to the style in which an advertising writer sets forth the attractiveness of his goods there is no accounting for tastes or phraseology. At least this would be the judgment of one after looking over a bundle of samples of the ad. writer's art or skill or whatever it may be called. Extravagance or hyperbole, often employed in the shoe trade, is the "long suit" with a few artists in the line, of which the following is a sample, in speaking of a new example of woman's footwear: "Fashion's anvil stroke in the world of shoedom. A truly resonant note, testifying the individualistic strain in the organization to the maximum." Can you beat it?

Special Shoe Days of the Year.

Several places—especially in the Middle West—have endeavored to establish a fixed day for the appearing of either high or low shoes, summer and fall hats, etc. They are called "special merchandise days," and in certain cities the Mayor has issued a proclamation designating the dates. This is done in Minneapolis, and in Chicago public action has been so influenced that May 23d is known as straw hat day, May 29th as low shoe day, September 4th, instead of the 15th, recognized in a majority of cases, was selected for men to assume their fall hats, with high shoes coming in October 2d and 3d. Doubtless these dates are taken in connection with a publicity scheme and boosted accordingly by the daily papers, imitating what is termed "a new thought in advertising." Merchants in smaller communities can utilize this idea to advantage in connection with their local advertising, to which it will add point and piquancy.

Men and Women's Cloth Top Footwear.

From many reports turned in by the road salesmen it appears the cloth top shoes for men are not scoring a great success. Dealers in the large cities pretend to be enthusiastic over what they call an "improvement" from several points of view, but the men themselves are not that way inclined, judging from the sales so far. Cloth tops have always marked the extreme of fashion in the same sense as white spats; but the market for such goods is narrow, and it is certain the general storekeeper does not feel justified in stocking a line. On the other hand, women's boots in fabric quarters are very popular everywhere for dress purposes, at least. Shoe manufacturers say the run on these goods is marked and plants are crowded with orders for prompt delivery.

The call in women's shoes is for patent leather vamp, with fabric top, in plain black, brown, fawn and dark grey, and some in brocade, a number of patterns being made up to resemble the

appearance of gaiter tops. While these shoes have been more or less in vogue in the principal cities, they seem now to be getting a strong hold in the small towns. The half or Cuban-Louis heel leads in popularity in many of the high-grade lines and practically all the medium priced shoes. In other styles the full Louis heel in both wood and leather will be employed. There appears no end of the fancy lines in design, finish and general appearance.

Are Glazed Kid Shoes Coming Back?

In a recent issue of the "Modern Merchant and Grocery World," mention was made to the possibility of glazed kid being again used in the manufacture of shoes. The article appearing in this department referred to the fact that at one time this leather had been utilized extensively, and indications were that shoe manufacturers in the principal centers were again looking favorably upon glazed kid as a possible material in the near future. The "Public Ledger" on this subject and cognate matters relating to the promised increase in the cost of shoes, says:

The cost of a pair of shoes retailing at \$5, it is figured out by men who supply calfskin and sole leather, will be increased about \$1 to the wearer by the higher values put upon leather and findings as a result of the war.

In arriving at this deduction, it is pointed out that the manufacturer will add the increased cost of materials. He allows a certain per cent. margin for overhead charges, and the higher the cost of the finished product the greater becomes overhead items. And, further, the increased price means larger commissions to salesmen; and, figuring on the same basis, the retailer must add more than the mere first item in increased cost in order to maintain his per cent. of profit. It all ends with the wearer.

The higher price of calfskin is viewed as benefitting the glazed kid industry, centered in Philadelphia. The cost of shoes can be kept down, it is shown, if the public comes back to wearing glazed kid. At a recent meeting of tanning, leather and shoe interests in New York, in response to a call sent out by A. C. McGowin, president National Shoe Retailers' Association, and shoe buyer for Wanamaker's, a manufacturer made this announcement:—

"As my company is a tanner of importance, I am willing to further the situation of glazed kid and have your shoe manufacturers tell your salesmen to go out and push glazed kid shoes in preference to any other shoes. I don't want to make any more money out of the situation. I have been optimistic on the situation until this miserable war started. I am willing to-day to take orders for immediate delivery of 50,000 dozen skins or more at ruling prices."

Just how far dealers can influence the public to buying shoes made of certain leathers, should they be induced to advocate glazed kid shoes, remains to be seen. If the manufacturers make

up a line and the retailing merchants stocks such shoes, their combined efforts would go far toward placing them among the season's best sellers. As a general proposition, the public's preference is a secondary matter when the right "dope" is given out by the dealer.

Conditions of the Shoe Trade. S. Way to Estimate Dealer's Profit.

Replying to an inquiry regarding conditions in the shoe business, R. Prather, advertising manager of Thomas G. Plant Co., owners of "Queen Quality," "Dorothy Dodd" and other brands of women's shoes, says:

We can only answer this question after looking at our own business for the past year and what the salesmen have done since they too to the road September 10th. Conditions are very satisfactory, and from present indications we will show a nice increase.

We did not exert any special effort to keep sales up to the normal. We simply kept our flag nailed to the masthead and went right along as if there was no war. We continued to advertise. We did not use any larger volume, neither did we add to our sales efforts in any other manner.

It is simply a case of going serenely along, full of confidence without fear or pessimism, advertising because we have always advertised, supplying the best shoes we know how to make, and helping our customers to sell those shoes at a satisfactory profit.

Other evidence along the same line is furnished by Endicott Johnson & Co., who claim to lead the world in the manufacture of shoes, their daily average output being 47,000 pairs. They state that notwithstanding the war in Europe, which is figured upon by shoe manufacturers in general as detrimental in several different ways, 1,000 more are now being employed than at this time last year. This firm recently cleaned up the hide market, its purchases of green hides amounting to \$750,000. Next to Endicott Johnson & Co., the International Shoe Co., Louis, an amalgamation of five concerns, is ranked second. Now, where Rice & Hutchins come in on the list of leaders as to output?

With these figures on record it appears no great, if any, advance in retail price of shoes has been made with the possible exception of new styles or novelties. These goods are always marked up at the opening of a season and unless they prove popular sell soon fall back into the "ruck," and are disposed of at special sales. In talking of this to the "Modern Merchant and Grocery World" recently, a careful retailer said: "There have been some creases, but not many. As a matter of fact, prices have been increased by shoe factories for the past ten years. This is not always accomplished by a marked up in price to the dealer, but in other ways. Sometimes the discounts are lessened or withdrawn altogether, and long, or catalogue, price is left untouched to avoid confusion. A great many dealers, it is true, sell shoes at fixed prices, made by the manufacturer. I do not. Every invoice of shoes is figured on its actual cost and the retail price adjusted accordingly. To my mind

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 7

Practically all wholesale grocery bills are sold net 30 days, so much discount in 10. Sometimes a retailer will think he ought to have 45 days, or 60 days, or once in a while 90 days.

Those retailers probably never reflect that every time they do this they break their word, yet that is the fact. A man who buys merchandise that is sold on established and well known terms, pledges himself by the very act of purchase to comply with those terms whether they are mentioned or not. If he takes 45 days instead of 30, he breaks his word, and that is all there is to it.

The business man who keeps his word implicitly, not only his direct but his indirect word, and in big and little things alike, is the man who gets along, both in this world and the next.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvill & Co., 116 S. Delaware Ave., Philadelphia
Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia
Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia
J. Frank Shull & Co., 14 S. Front St., Philadelphia
Githens, Rexasmer & Co., 40 S. Front St., Philadelphia
Wm. J. Graham & Co., 985 N. Second St., Philadelphia
Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia
Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia
Wm. Montgomery & Co., 999 N. Second St., Philadelphia
John Price & Co., 3432 Market St., Philadelphia
Thos. Roberts & Co., 116 S. Front St., Philadelphia
John Scott & Co., American and Diamond Sts., Philadelphia
Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia
J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia
Schwenk & Caldwell, 35 N. Third St., Philadelphia
William King & Co., 249 N. Second St., Philadelphia
Hiester, Reiff & Co., 36 S. Front St., Philadelphia
Drake & Co., Easton, Pa.
Kurtz & Mayers, Reading, Pa.
Crocker Grocery Co., Wilkes-Barre, Pa.
P. Minnig Co., Erie, Pa.
Lauderbach-Barber Co., Philipsburg, Pa.
Schneider Bros. & Co., Mount Carmel, Pa.

this is the only fair and profitable way to sell shoes, and it is not haphazard or guesswork."

Hardware Tools Specialties

Tests for Reliable Paints. What They Should Resist.

Dealers carrying paints with a knowledge of their stock should be in a position to give information to a customer regarding the product. For example, many homeowners regard paint as a purely decorative agent. While this is undoubtedly a very important feature, it is by no means its chief or principal function. In purchasing lumber that is to form the outer, weather exposed surface of a building, special care is exercised to select only the best, clearest, well-seasoned, time enduring stock; and yet if the paint that is applied on such lumber does not protect it from the ravaging effects of the weather, the excessive dampness of the winter months, the extremes of heat in summer and cold in winter, quality in the lumber will avail but little.

It is a fact that poor lumber, if kept well covered with weather and moisture resisting paint, will give better service than the best lumber infrequently coated with poor paint. A customer who is a house owner can ill afford to stop exercising discrimination in structural material until he has given the paint that is to afford its protection to the whole structure the same thought and consideration. Therefore the careful selection of the right kind of paint and its correct application is to a large extent left to the judgment and knowledge of the general storekeeper. The skilled and trained practical or professional painter will know how to judge and mix paints, but the standard and quality of ready-mixed paints, such as general stores carry in stock, is dependent almost wholly upon the reliability and standing of the manufacturer. The merchant is called upon to buy his supplies from the firm whose product is best known, whose guarantee means something more than mere words.

Further, the real test of a paint is the result it gives in actual service; or, in other words, its efficiency. If a paint be attractive and glossy, but so porous that it absorbs moisture readily, it is a failure in the most essential quality. If a paint covers, solidly, in one or two coats and hides the old surface perfectly, but simply lies on the surface, it is a failure; because the constant expansion and contraction of the wood underneath, from excessive heat and cold, will loosen it from the surface so that it will peel or scale off. If the pigments from which a paint is made are alkaline or otherwise chemically active, the paint will be a failure, because the chemical activity will attack and de-

stroy the colors and accelerate the decomposition of the linseed oil.

If a paint is made from pigments that change their nature on exposure to atmospheric influences, the paint will again be a failure, because it will blacken or discolor. If a paint presents a too coarse or non-glossy surface to the weather, more especially where excessive moisture or dampness abounds, the paint will mildew readily, as the fungus will cling or adhere readily to a coarse and non-glossy surface. These are but a few of the important points that a customer must consider in selecting paints for outside use especially, and which the general merchant should guarantee against in selling his goods. The ultimate guarantee, however, rests with the paint manufacturer, and should his product betray any of the weaknesses above detailed, he and he alone is to assume the blame and responsibility for making and selling inferior material.

Quality vs. Cheap Merchandise. When the Merchant is at Fault.

From a list carefully prepared it is claimed a complete stock of hardware covers over 75 separate classifications. It is not to be supposed the general storekeeper will carry all these items, but a great many he will find necessary, according to the community he looks after. For the benefit of the merchant with a hardware annex who may desire to know just what may be counted in as legitimate hardware lines, the following enumeration is submitted:

Agricultural implements, automobile supplies, bath room fittings, belting, bicycles, blacksmiths' supplies, boat hardware, builders' hardware, building papers, butchers' supplies, clocks, contractors' supplies, cream separators, crockery and glassware, cutlery, dairy supplies, dog collars, dynamite, electrical supplies, electrical household specialties, enameled ware, factory or mill supplies, fencing, fireplace goods, 5 and 10-cent goods, fishing tackle, furnaces, garden implements, gasoline engines, glass and putty, guns and ammunition, hammocks, harness, heavy hardware, shelf hardware, horseshoes, hose, garden or lawn; housefurnishing goods, ice cream freezers, iron and steel, lamps, portables, etc.; kitchen utensils, lanterns, mining supplies, lawn mowers, paints and oils, iron and lead pipe, plumbing department, poultry supplies, pumps, railway supplies, refrigerators, roofings, rope and twine, saddlery hardware, door and window screens, sewing machines, ship chandlery, silver plated ware, sporting goods, steam fitters' supplies, stoves and ranges, tin plate and metals, tinners' supplies, automobile tires, tinware, carpenters' and mechanics' tools, plasterers' tools, toys and games, wagons, wagon woodwork, washing machines, weather-strip, woodenware.

Several of these classifications are almost complete departments in themselves and the various articles coming under these distinct headings are manifold. Now, the point this journal wants to make is does it pay best to handle quality or low-price goods in the various lines the general merchant may elect to handle? It is held by experienced

merchandisers that the better goods mean better profits. The ultimate consumer is said to be demanding better grades of merchandise in every line and is getting them excepting in the average hardware store. In other words, the hardware dealer would rather sell goods which are cheap than merchandise which is reliable and dependable at a higher price.

From interviews the "Modern Merchant and Grocery World" has gathered that the average storekeeper stocks only indifferent tools, for example, and other lines of a similar standing in the belief that mechanics do not know what they are buying and are indifferent to quality so long as the price is "right." As an example, a carpenter said: "We do want the best we can buy, but when we go into a store we cannot often find it; and we have to lead up to the best tool in stock, for nearly always the cheapest is shown us first. We can afford and want good tools." How many merchants are guilty of this shortsightedness? It is poor salesmanship to start with and indefensible business at all times.

Reputation of the General Merchant as an Effective Distributor.

Discussing "hidden markets," a Canadian newspaper tells the following, which, after a manner, applies to the miscellaneous character of the dealers who make up the reading constituency of the "Modern Merchant and Grocery World:" "We are used to drug stores handling hardware, but to have a concern add a choice line of groceries to an extensive showing of fine hardware it is an evidence of broadmindedness that should be noted, the formal announcement reading: 'On Saturday, August 22d, the Shore Hardware Co., Ltd., will open a complete line of groceries, which they have added to their large stock of hardware.'"

Any one familiar with the general store trade is not surprised at this combination. The country merchant has an assortment of merchandise truly wonderful whenever considered in detail. That is the very essence of his business, and as a means of distribution to the consumer for the jobber, wholesaler and manufacturer, is one of the most important factors in successful merchandising. There are more of this kind of stores throughout the country, in any community away from the cities and large towns, than all other selling agencies at retail combined. The range and variety of their stock is the attraction to the customer, and their standing and reputation in their respective localities deservedly high. It is true there are exceptions to this general summing up; but it is noted the manufacturer or wholesaler whose merchandise—whether hardware or what not—is best known to this class of modern merchant enjoys a wide and satisfactory sale for his products.

Making a Razor Out of a File.

A curious and pertinent story is told by a merchant in Oklahoma about how a well-known brand of files was converted by an Indian into an acceptable

razor, which was used for eight years to shave the heads of a tribe of Osage in that part of the country. The merchant in transmitting the razor-file to the manufacturing company in the East succinctly furnished the appended fact: "I am sending you a curio that I obtained in Pawhuska, Okla., and noting your name on same, procured it its history. From what I was able to learn, this curio was made by an Indian in the Indian village of Pawhuska, ten years ago, from one of my files, all of the work being done by hand, using nothing but his crude tools which consisted of a hand bellows, flint hammer and an emery rock. As you will notice, it is as nearly perfect as if done by machine, the edge of the blade being in perfect alignment. It was used by this band of Osages (by the way, are the wealthiest Indians in the world, on account of their oil royalties) for about eight years. They used it to shave their heads, with the exception of what is known as the scalp lock (which on an Osage Indian runs in a line about two inches wide from his forehead to the back of his neck) and was then presented to the man who gave it to me. The Indian who made it is still living and, as near as is known, is nearly 100 years old." The company in question is making effective use of the converted file in their publicity campaign.

Motor Lawn Mower the Latest Development. South America No Strong on Grass.

Lawn mower manufacturers are preparing for the coming season. The well-established makes are not adding any specially new mechanical features beyond the usual refinements incident to suggested improvements, with here and there a change which is heralded as "distinctly their own." The department which has been tentatively introduced in recent seasons is the motor driven mower, superseding the horse-driven machine. A Western automobile manufacturer, adopting or utilizing the model of a well-known Eastern lawn mower, has put on the market a motor driven machine which is said to have met with initial success. The output last year reached several hundred, but in 1915 the number will run over a thousand. As a motor of this description costs in the neighborhood of \$1,500, it may be readily understood why the output is not large as their use is naturally limited. The Eastern manufacturer of standing also signified his intention of making a motor mower of about the same size and power.

Referring to this new development a mower manufacturer whose products are known the world over, said to the "Modern Merchant and Grocery World" the other day: "The motor mower is the newest thing in the line. Of course a machine of this kind has been known and tried, but up to last season have not proven altogether satisfactory. The motive power has heretofore been of such a nature that its weight offset its usefulness. In cutting a lawn the machine is beyond a certain weight it presses down the grass so firmly

knives simply slide or glide over surface. This is a fatal defect. With the latest motor mower, however, grass can be cut after a rain, for example, as smoothly and uniformly as if the lawn were in the best of conditions. So it will cut easily on a grade of 30 per cent. and even steeper. A motor of but three horse-power is sufficient to drive such a mower, which, of course, must be specially built in certain particulars to be adapted to this purpose. In our regular line we anticipate even larger business than last year, and have made a new high record.

As to the export business, we have always shipped a lot of mowers abroad. In connection with the South American trade, of which so much is being said lately, it is not capable of any great development, for the reason lawns are so far apart. We sell about 200 machines in that part of the world, and as soon as they learn to grow grass for ornamental purposes our sales will naturally increase. The major part of South America is in the tropics, and we know what that means so far as the mowing down and caring for lawns is concerned. It is true there is no secret in this should be done, but the innovations of the average Latin-American in this respect are sorely lacking. It will come along one of these days when our Southern neighbors know that it means to have a beautiful lawn surrounding even the home of the ordinary man and not be confined entirely to the estates of the wealthy. Until that time arrives we shall be obliged to be patient; but we are ready to supply the market anywhere where the goods can be safely negotiated. Should it be along the American made mower I am swinging the business. Such merchandise in our line as is sold in those countries is of the cheapest grades. It is also a fact as regards other lines of hardware—I mean the staples to the general buyer."

Dry Goods Notions Knit Wear

Foreign and Domestic Hand Sewing Needles.

At this time, when every American manufacturer is being urged to "plug" his goods and push their sale for all they were worth, the question came up regarding hand sewing needles. A well-known importer of notions, C. H. Lowley, New York, was asked his opinion, his reply being as follows:—

Referring to your letter asking for our opinion on the effect of the war on the American needle manufacturer, I am reminded of the story of an Irishman looking at a giraffe and exclaiming, "There ain't no such animal."

That's the case with the manufacturer of hand sewing needles; there are none made outside of England and Germany to amount to any-

DEALERS' NOTICE:

Wm Wrigley & Co.

announces a

New Trade-Gripper

FULL OF PEP!

Delicious double-strength Peppermint chewing gum with the added attraction of a

United PROFIT-SHARING Coupon

in each 5c package.

It is being extensively advertised throughout the country:



Double wrapped and sealed. And every box has a 5-coupon certificate free to you!

Get in on this "Peppy" Campaign!



is a strong seller, too, and now has United Profit-Sharing Coupons. *Keep up your profits* on the "Wrigley Twin Mints," the biggest nickel's worth of pleasure and profit possible to buy!

Order from your Jobber to-day

TELL CUSTOMERS

"The Wrigley chewing gums are a big 5 cents' worth. United Profit-Sharing Coupons with them now—good toward valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



"THE BEST BY EVERY TEST"

Sauer's
FLAVORING EXTRACTS

The Extracts That Sell

Sauer's Flavoring Extracts are the largest selling brand of extracts in the entire country, and this great business has been built up strictly on the basis of **purity** and **quality**. The success of our policy proves **Sauer's Flavoring Extracts** are the *best for you to sell*; they have pleased wherever introduced, so they are sure to please your customers and bring you steady sales and good profits.

The C. F. Sauer Company
RICHMOND, VA.



WHAT TO TELL CUSTOMERS

"We sell and recommend SAUER'S FLAVORING EXTRACTS because they are ABSOLUTELY PURE and always give entire satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

thing. A few, of course, are made in Japan in a very crude way, but they do not figure in the world's supply.

I am not writing this for publication but to prevent your publishing anything referring to the opportunity of the American needle manufacturer, when there is no such thing.

The Beckett Needle and Supply Co., Philadelphia, when requested for information on this point, said two-thirds of the hand sewing needles used in this country were made here, the remainder abroad, with Germany turning out the greater quantity. The domestic manufacturers, however, were not in a position just now to make up the deficiency.

On the other hand, the Excelsior Needle Co., Torrington, Conn., said: "So far as we know hand-sewn needles are not made in this country. We are quite sure that the statement asserting that two-thirds of them made here is wrong."

New Colors in Dress Goods. Merchants Urged to Buy.

Dress goods are not being purchased as freely as might be expected at this time of the year. Authorities believe buyers of all kinds are making a mistake in holding off if they expect prompt deliveries. The dye situation is by no means settled, and so far as many colors are concerned, it is just as serious at the commencement of the war. Popular colors in dress goods for next spring wear, now being booked, are black, navy and blue. A prominent seller said in this connection: "Those who put off buying until the last minute are going to get a shock when they find it impossible to obtain the goods."

As the season advances fine woollen French serges, which have been regarded with favor as one of the popular fabrics for spring, are holding their own. Merchants who have kept in close touch with the market are not losing sight of this fact, and have their orders placed for an adequate supply of these goods. It is difficult to make selections along these lines unless one keeps fully informed. Perhaps the general storekeeper may think any old thing will sell in his town; but right there he commits an act of egregious folly. Every community is wise to the fashion preferences in cloths of different weaving dress materials, colorings, in the large cities, and will accept no other. Many newspapers and magazines are read and consulted for any one to remain ignorant of these facts.

Care of Hose Supporters and Garters.

A merchant with a stock of hose supporters and garters in his notion department should keep them in a uniformly cool place, and away from radiators, furnaces, stoves, hot air registers, steam pipes and direct sunlight. Keep the reserve in original packages until wanted in forward stock. Exposure to the air tends to oxidize or harden the rubber. Keep moderate quantities of any one article exposed for sale in display fixtures, as they get soiled from handling and exposure. It is better

sell out quickly small quantities of each kind exposed and to replenish often than to have a whole lot to get soiled and "go bad." This is the advice of a manufacturer, with years of experience, and the general storekeeper can follow it with the assurance of the best results.

Irregular Sales of Ribbons at Lower Prices.

Both in immediate and advance business, the purchase of ribbons on the account of general merchants is inclined to be slow. The condition in the primary markets is about the same. Salesmen who have been on trips for next springs' engagements report little activity in millinery ribbons and dry goods specialties fairly active. Ribbons have sold well for sometime, and it is expected they will continue to enjoy popular favor, but no special preferences have as yet developed. On staple goods prices are irregular. In general the reduction on spring deliveries amounts to about a quarter of a cent a ligne, compared with old prices, largely due to the drop in raw silk. Good sized lots of fancy ribbons have lately been liquidated at attractive prices. Foreign ribbons are reported plentiful, both in velvets and fancies.

Advantageous Purchases of Silks.

It is evident that retailers who have the money or credit can pick up excellent bargains in not a few lines, which are being sacrificed. Most of these goods are of foreign manufacture and were ordered for other markets now closed by the European fracas, and have finally reached this country to be disposed of to the best advantage. This is particularly true of silks. In one instance over 1,000 pieces of fancies, comprising various brocaded effects, made to retail at \$3.50 and even \$8.50 a yard, have been offered at \$1.35 a yard throughout. This instance is indicative of a merchandising situation now prevailing wherein retailers in a position to buy at all are able to secure quantities of broad silks at advantageous prices. Concessions both of domestic and foreign lines are being made to buyers; and in the imported goods it is apparent that cancellations of orders have put merchandise on the market that would not have been obtainable under normal conditions.

Large retailers are getting rid of their silk stocks as rapidly as possible, probably in anticipation of still further declines in the primary market. Wanamaker has been holding a sale of wide silks at \$1 a yard retail, in satins, moires, brocades, crepes and taffetas, that previously were sold for \$2 to \$6.50. More than seventy kinds of silk were offered.

Cotton Goods Situation Much Mixed.

Markets are very much mixed on cotton goods, advices from authoritative sources declare. There has been a better inquiry for print cloth yarn goods and some lines of heavy sheetings. Buyers are trying to cover their requirements for next year, the low prices having attracted some of the shrewdest. It is certain, however, orders are being



"This Is the Cocoa to Sell"

Tell your clerks the importance of pushing the sale of STOLLWERCK'S GOLD BRAND COCOA and see that they recommend it to your customers whenever possible. You have sufficient influence with your customers to sell nine out of ten of them any brand you choose, and when you make use of their confidence in your judgment to sell them STOLLWERCK'S GOLD BRAND COCOA you are going to please them better and increase your cocoa business faster than you can by pushing any other brand.

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and because of its international reputation for superiority will add to your standing as a high-class

grocer. It has been awarded 26 Court Diplomas and 65 Medals of Supremacy in the Courts of Europe. Because it has won wherever introduced, it's the cocoa for you to win new and increased trade.

WRITE US FOR WINDOW DISPLAY MATERIALS

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA is made by the original Dutch process which makes the best flavored and most digestible cocoa."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

placed cautiously by jobbers and dealers, and the mills are looking after orders for export account which may eventually have a sharp bearing on domestic transactions. More goods are being engaged in this way than appears on the surface. The factories have not yet begun to offer cottons made from low-price material, but it is believed merchandise of this description will appear before long for next year's delivery.

At the same time the colored goods end of the cotton goods markets do not show much recession. No one wants to sell ahead except subject to the ability to secure dyes; and the prices asked for these and other necessary supplies are so high that the normal gain from cheap cotton is being almost wholly offset. These conditions make it difficult to quote where colors enter in as a part of the output. It is admitted, however, that the irregularity of the market as to prices and sales has rarely, if ever, been duplicated in recent years.

Further Advances in Linens.

On general lines of housekeeping linens a fairly good volume of orders have been placed by retailers. Road salesmen sent in orders of encouraging size for prompt and near future delivery. Practically all the leading secondary distributors have placed their advance orders on linens for next spring. Crashes were in active request. These goods were scarce and showed a further upward tendency. Advices have been received from Belfast that low-grade crashes had been advanced again, and, if reports may be credited, further advances may be expected. Of course, this is due entirely to the European imbroglio, which seems to grow in intensity rather than diminishing, with the further disturbance of all markets.

Weather Retarding Buying Along the Line.

Much complaint is heard about the weather retarding buying on the part

of the public, the merchant, jobber and wholesaler. This is reported from a number of sections, and even the Central States, where the crops are abundant and money seemingly plentiful, have joined in this cry, as witness the appended advices from Marshall Field & Co., Chicago, in their weekly review of the dry goods trade: "Continued warm weather is still retarding retail dry good business and in turn affecting wholesale business. The clearing weather and slightly lower temperature at the end of last week stimulated retail trade to some extent and wholesale orders were consequently considerably larger. This would indicate that the weather conditions are an important factor and that retail dry goods business will respond to seasonable weather. More merchants have been in the market than during the same week a year ago."

Device to Abolish Garters and Suspenders.

Perhaps hose supporters may be dispensed with, but considering the number of new devices coming into the market, this hardly seems likely. A new line of hosiery is being made, however, which seems designed to do that very thing. It has a French elastic top that will grasp the leg firmly enough, it is claimed, so as to keep the stocking from slipping down. So far it is an idea only, as no steps have been taken to bring it to the attention of either the trade or the public. The same is also true of a constructive effort in a man's shirt, whereby the trousers may be buttoned to the garment at the hips doing away with suspenders and the weight on the shoulders.

Broadcloths Considered Excellent Property.

Broadcloths have had their run for fall wear, and the end is not yet. The call for them at the present time, says an authority, is as strong as ever, and the difficulty is to find enough to fill orders for immediate delivery or for ship-

ment within the next two months. Spot stocks are low. Broadcloths in hand are good property, as it will be impossible to replace them at anything like the figure paid a few months ago. It is a question as to whether they will go over into spring with the same strength, as even chiffon broadcloths have a rather heavy appearance for warm weather use. Cheaper broadcloths will make a better showing later, but at present goods below \$1 are going slowly.

Risky Business Plunging on Dress Materials.

When fashion decrees a change in women's dress materials no account is seemingly taken of the stock of goods that may be on hand either on the shelves of the merchant or in the warehouses of either the jobber or manufacturer. Losses have been severe at times on this score, and the danger of plunging on what may be a passing vagary of fashion—other changes that have taken place—is graphically reflected in the subjoined extract from the "Textile Manufacturers' Journal":—

The sudden snappy changes in women's wear styles that are apt to take place any time, almost at a moment's notice, make it rather difficult for mills to go ahead on anything beyond a very few staples and make up large stocks in anticipation of a continued demand, which is likely to stop suddenly. Many times mills have found a large stock of unsalable goods on their hands, which, once out of style, cannot be given away. This fact was demonstrated a few days ago at an auction of fine dress goods, perfectly all right in every way except that the present demand was for something else. These goods, which were made (some of them) to sell for a dollar a yard, upward, brought 27 and 28 cents a yard, and even at that the bidding was anything but spirited. Others, which originally sold for \$2.50, went for 65 cents. Judging from this, it is risky business to anticipate too far ahead.

A prominent mill agent stated this week that on account of this risk his mills had changed their policy and would now only go so far; that

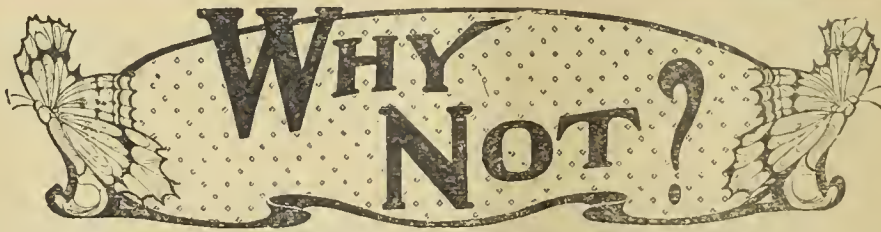
is, they will make up sufficient yardage on fabrics to cover orders booked up to a certain point and then discontinue them whether the demand has fallen off or not, and will advise their customers to discontinue also. They prefer to do this even at the loss of some business, than to run the risk of accumulating a stock of unsalable goods. One of the reasons why dress goods cannot be sold at any price unless they are in style is that the laboring classes, which used to take advantage of bargain sales of such fabrics, will not buy them now unless they are worn by their employers' wives and daughters.

Jobbers Using "Misleading Brands" on Knit Goods. Complaints of Manufacturers.

Manufacturers are complaining of the practice that jobbers follow—of substituting their private brands for the original trade-mark on knit goods. The producers say merchants are imposed upon, that the merchandise with the jobber's mark thereon is not uniform, because made up in different mills and other indictments under the same heading are charged. A prominent manufacturer has taken up the cudgels in the defense of his own trade-mark, and states the controversy has led to no end of friction from the different attitude assumed between the two on the question of branded goods. Among other things he says:—

I am myself the manufacturer of a brand of goods, to the production of which I have given the best years of life. To these goods I have attached a trade-mark, and I have expended large sums of money in making that trade-mark known over all the country from Maine to the Pacific slope. And the trade-mark is really well known. It stands as a hall mark for our goods; it has a real and permanent value; the good will acquired by it is the fruit of large expenditures and continuous labor. There is a demand for these trade-marked goods all over the country and the demand is ever growing.

We have sold our goods to jobbers for years in large quantities and they have been sold through



Our line of syrups represents the best goods on the market. Do you sell syrups, are you buying of us, why not? :: ::



SYRUPS—A better demand for Syrups, there always is at this time of the year. Fall weather, with a crispness in the air stimulates the demand, and fortunately for you we can make lower prices. Nothing nicer than our **Royal Table Syrup**, some prefer the **Challenge Brand**, both full of merit; other well-known brands include **Crescent**, **Ex. Amber**, **Gilt Edge**, **Very Best Fancy Cloudy**, **White Clover**, **Cruiser Brand**, **Quaker City**, **Extra Maple Brand**, etc. We also have some fancy strictly Sugar Syrups and a good assortment of New Orleans Molasses, in barrels and half barrels; buy your sweets of us.

MINCE MEAT—Haden't you better add it to stock, this season's goods are now ready for delivery. Atmore's Celebrated, in pails of 20 lbs., 35 lbs. and 70 lbs., at 9¼c.; Atmore's Keystone, at 8c.; **Cookman's Choice**, 30-lb. pails, at 7¾c., and **Quaker City Brand**, 30-lb. pails, at 6½c. Our word for it, they are all good.

NEW CALIFORNIA PRUNES—Now in stock and from one of the best packers on the coast, nice black fruit, 25-lb. boxes, 40-50s, price, 9¾c.; 50-60s, price, 9¼c.; 60-70s, price, 8¾c.; 70-80s, price, 8¼c. There will be no better quality in the market this season.

MOLASSES—We have a nice lot of pure New Orleans Molasses, high grade, in cans, **Blue Grass Belle Brand**, 4 dozen in a case, per case, \$3.75; we recommend this to those who have a trade for a really fine Molasses; can be retailed at 10c. a can.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

their trade-mark. When, therefore, one of these jobbers who has been so long our customer comes to us and tells us that he will no longer accept our goods to sell them except under his own name or brand, I think we have a right to object. It is this attitude on the part of the jobber which is driving each succeeding year manufacturers who take a pride in their goods to sell direct to the retailers.

It is believed that when a jobber originates a line of merchandise which he has made up under his own specifications, he is entitled to the full credit, and the trade-mark employed thereon is a legitimate, recognized brand of identification and merit. At the same time the indiscriminate use of a general

mark on a miscellaneous line, made anywhere at the convenience of the jobber, is another matter altogether, and one in which the retailer is an interested party, as it is apt to be misleading. A further illustration of the manufacturer's contention is that afforded by a statement from a Nationally known advertising agency, to wit: "Seven years ago a client sold 90 per cent. of his entire manufacture under dealers' private brands. The panic of 1907 came, and the private branders run to cover and cancelled most of the orders. Today 80 per cent. of his goods bear his own name—he owns his own trade—consumers want goods on which his name appears."

The Grocery Markets

Tea.

There has been no change in the tea market during the week, outside of a fractional advance of about ½ cent in Congous, due to the continued demand for them from London. Other grades are quiet, the demand being sluggish and for actual wants only. The market, generally speaking, is rather in buyer's favor.

Coffee.

The coffee market is still weak, sluggish and unsatisfactory from the seller's standpoint. It is a buyer's market, though few buyers are taking advantage of it. The demand for Rio and Santos coffee is light and for actual wants; prices nominally unchanged from a week ago. The financial situation in Brazil is said to be improved somewhat, but it still has some ways to go before it will be good. Java is unchanged and quiet. Mocha is getting down to a normal basis, and sales have been made during the week in a large way at 22½ cents, which is 7 cents below the highest war price.

Sugar.

Sugar is steadily weakening, due to the approach of various crop seasons, which are certain to mean large supplies of raw sugar. England is out of the market for the present, and that also has its effect on the situation. Raws have been sold during the week as low at 3.53 cents, and granulated is now down to 5½ cents, with even lower prospects. On the present basis of raws, it should be 5 cents, anyway, and probably will be within a few weeks.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is moderately active at no change for the week, though prices on tinned syrup average about 16 cents a case above last year. Sugar syrup of very fancy grade is still very high, owing to scarcity, but the low and medium grades are comparatively cheap. Molasses is quiet and unchanged. News of the new crop is that the first receipts will be available in about two

weeks, and will probably sell at moderate prices.

Fish.

Norway mackerel is in good demand at about unchanged prices, though there is still considerable uncertainty about prices, as between the combine agents and the agents of the independents. Cod, hake and haddock are unchanged and fairly active. Salmon of all grades are unchanged and quiet. Domestic sardines are easier, probably by about 10 cents per case. Imported sardines show no change whatever.

Canned Goods.

Tomatoes went pretty badly to pieces during the week, but recovered a little as the week closed. Sales were made in a large way at 62½ cents for No. 3s, which is believed to be 7½ cents below actual cost of production, and is only slightly more than No. 2s were selling for a few weeks ago. As the week closed the market had advanced to 65 cents. Pressure to sell is the sole cause of the present very low prices, which will continue as long as the pressure continues. The demand is only fair. Corn and peas show no change and fair demand. Apples are very low and the quotation on New York State gallons is \$1.85, f. o. b., in a large way, which is the lowest price for a long time. Small Eastern staple canned goods show no change, with the exception of a drop of 5 to 7½ cents in spinach, owing to a large fall pack.

Dried Fruits.

Prunes of the new pack are about ½ cent cheaper, due to lack of buying as much as anything. The demand is very light. Peaches are still about the cheapest food product on the market, but nobody is interested. Apricots dull and unchanged. Raisins steady, but the demand for new fruit is dull, owing to the quantity of 1913 fruit in buyers' hands. Currants unchanged and quiet.


Beans and Peas.

Domestic pea beans dropped to 15 cents per bushel, but recovered 10 cents

National Selling Service

National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer who carries National Biscuit Company goods. It is a steady producer of results.

Successful grocers are always ready to take advantage of new goods introduced by National Biscuit Company. They know that the quality of the goods is beyond question and that they will be widely advertised.



SNAPAROONS—our newest product—are now on the market. Order a stock of **SNAPAROONS** now. They have a rich cocoanut flavor and retail at 10c a package.

NATIONAL BISCUIT COMPANY

of it, and the present quotation in a large way is \$2.45. Prospective short crop is responsible for the present feeling of firmness. Marrows average \$3.50 per bushel, moderate demand. California limas are unchanged, but coast holders are talking a 10 point advance. As to the large increase in this year's crop, they say all this will be needed to fill the demand that was last year supplied by imported limas. Green and Scotch peas quiet and unchanged.

Provisions.

There is some falling off in the consumptive demand for all cuts of smoked meats, and this has caused a decline of ¼ to ½ a cent in everything. Pure lard is firm and unchanged, but compound is steady at ¼ off. There is only a moderate demand. Barrel pork, canned meats and dried beef are all unchanged and in fair demand.

Butter.

The butter market is very active, with a good consumptive demand, particularly for high-grade butter. The market is firm at an advance of 2 cents. Under grades are also firmer and show an advance of 1 cent, with a good demand. The receipts of all grades of butter are

light. A continued good demand is looked for without much change in price.

Eggs.

New-laid eggs are still scarce and the market is active and firm at an advance of 2 cents per dozen. Receipts are very light. Storage eggs are also firmer at an advance of 1 cent, and show an increased demand. The market is steady.

Cheese.

The cheese market is steady, with a fair consumptive demand, and the market shows an advance of ¼ cent. The quality of cheese is very fancy and stocks are reported heavier than they were a year ago. The demand from abroad still continues good.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The canning season of 1914 for tomatoes is now on the final lap of its run, and in a couple of weeks the last factory whistle will sing its requiem, unless Jack Frost gives out the hymn earlier. Tears of joy, not of sorrow, will mark the passing, for it has been a season of trial and tribulation, hope and fear, and it has rained upon the just and the unjust alike. It is not

difficult to diagnose the situation accurately, the difficulty is to apply the remedy. The stringency in the money market is the root of the trouble, and the cure is in the hands of the financial powers. The consensus of opinion, however, appears to be that the decline in the market prices has run its course.

The steady buying of tomatoes in carlots does not attract much attention, but it wears away the stocks at the cannery and the goods go into line for

immediate consumption, not to come back on the market again for resale, as is the case when big blocks are bought and stored away in anticipation of a later advance. Buying tomatoes at today's low prices looks like purchasing gold dollars for 95 cents, but the lack of the ready cash to make the transaction interferes with the deal. It would be forgivable to pawn the family jewels to get the liquid cash for that purpose.

Business was dull last week in the

other lines of canned vegetables, and orders for straight carlots of any one article were conspicuous only by their scarcity. Pool carload shipments appear to be the order of the day, and some of them are made up of five or six articles. Ordinarily, in periods of dullness the canners offer inducements in the way of cut prices to get business, but outside of the shading of a few quotations there is no pressure to force sales now. The fall pack of string beans, spinach and sweet potatoes has attracted orders for those items, more than for the other vegetables, but there was no snap to the market.

Pears are the only article in canned fruits to show any activity, and the largest demand is for the higher grade in heavy syrup. The buying of apples has fallen off, and only small orders came in this week. Pie peaches were fairly active, but the other grades of peaches were dull. Next to nothing was done this week in berries, cherries or pineapples, and were it not for the small stocks held here these items would be lower. They will probably not become active until the general market has some improvement.

The fall canning season for oysters is now on.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Evaporated Apples, Etc.

The evaporated apple market continues active here, with a good demand. Buyers are asking $5\frac{1}{4}$ to $5\frac{1}{2}$ cents for prime, in small lots, and are selling straight carlots at 5 cents. Carlot buyers are much more plentiful and are giving orders for both prompt and November shipment.

Choice grades are quotable at $\frac{1}{2}$ cent per pound above prices for prime.

Raspberries hold firm, and offers are scarce. It is not possible to buy good quality below $21\frac{1}{2}$ cents, f. o. b., in barrels.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

We are pleased, indeed, to report a rather brisk business in most of our lines—quite an improvement over last week and the week before. Arrivals of Holland herrings have been rather small and whatever there was of good quality found ready sale. Unfortunately, a lot of those Holland herrings were very poor stuff, and the trade will not take hold of them.

Scotch Herrings.—There is a decidedly better demand, principally because Holland herrings are scarce. The demand for Norway herrings continues very good and prices on the other side are rising.

There has been some better demand for Norway mackerel, and some larger sales have been made, although the demand is not as good as it should be, principally because there is a lot of poor Norway mackerel in the market and the trade in Norway mackerel has become very particular.

Business in foreign sardines may be considered quite fair, although it is not booming by any means. Of course, stocks here are not very large, particularly of Norway sardines. Stocks of good stuff are scarce, and they are very scarce in Norway, where there is no fishing at the present time. Of course, we are looking forward to the winter fishing very eagerly, because we need a replenishment of stocks, and what this winter fishing may bring forth no one of course knows. The trouble is that the fishing is very likely to be hampered by the mines in the North Sea, but let us hope when the winter fishing starts the war will have stopped, so that regular business may be assumed. French sardines, of course, are very scarce, as no further supplies have come forward. The stock of sprats is gradually being exhausted, as no fresh supplies are com-

ing forward, and stocks here are very small indeed, and the demand seems to be improving.

STROHMEYER & ARPE Co.
New York.

ASSOCIATION NEWS.

Erie, Pa.

The members of the Erie (Pa.) Business Men's Exchange are all expected to post in their stores placard reading as follows:—

To Solicitors:—We make use of the Erie Business Men's Exchange in passing upon advertising, entertainments, churches, charities, conventions, contributions and contracts. We will consider no request unless the solicitor can show credentials from the Erie Business Men's Exchange.

Washington, (State).

At the recent convention of the Washington State Retail Merchants' Association the Committee on Legislation recommended that the association favor the passage of laws against fraudulent advertising for the bonding of collection agencies, and the right to attach wages.

Many resolutions were adopted, the principal ones being as follows:

1. Urging the maintained price since the Washington Supreme Court recently decided upon the legality;
2. Recommending a sifting committee to consider the amount of profit allowed on goods;
3. For a uniform standard for weights and measures;
4. For the attachment of funds in postal service banks;
5. Condemning anti-prohibition resolution at the last National convention;
6. Praising Washington manufacturers who maintain retail selling prices on the goods;
7. For a 50 per cent. garnishment law;
8. Adopting the recommendations in President Kinsey's address;
9. A resolution favoring a "Name on the Label Bill," which was, upon the advice of National President Connolly, tabled, but the resolution condemning the "Farm to Table" plan of the Post Office Department was opposed by a few of the delegates on the grounds that it would incur the displeasure of the farmers and consumers. The resolution was lost.

The following officers were elected: President, Thos. R. Kinsey, South Bellingham; secretary, T. C. Simmons, Seattle; treasurer, A. S. Paul, Seattle; vice-president, First Congressional District, O'Rourke, Seattle; Second Congressional District, J. C. Parr, Cle Lake; Third Congressional District, C. A. Holmes, Aberdeen; Fourth Congressional District, M. Dean, North Yakima; Fifth Congressional District, W. L. M. Eachran, Spokane; trustees, M. Pearsall, Seattle; C. H. Rychar, Hoquiam; Peter Funk, Arlington; John Ditter, North Yakima.

DICKINSON'S

Package POP CORN



The very mention or sight of Popcorn "makes your mouth water" doesn't it?

Your customers see the nicely colored package, or your clerk mentions it—ZIP—the sale is made.

Dickinson's Package Popcorn is the "little automatic salesman"—it sells butter, salt, sugar, honey, etc. All of these things are used with Popcorn.

Tell your jobber to send a trial case. Let the "little automatic salesman" work for you.

THE ALBERT DICKINSON COMPANY

WHOLESALE SEED MERCHANTS - CHICAGO

Packers of SANTA CLAUS—the nickel package. GLOBE shelled or ear corn in bulk.

I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to overrun his account. Save time, labor, losses, book-keeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

WE HAVE SOLD MILLIONS OF THEM!

Let us send you Free Samples and Literature.

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio



Easy to Get—Easier to Hold

¶ You will have less trouble holding Wheatena customers than holding customers for any other cereal you can name.

¶ It is a solemn fact that regular users of Wheatena stay put—they and their children and their grandchildren. Good business to sell merchandise like that.

¶ Wheatena is the hearts of selected wheat—quite different from other cereals.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association



Again in Season!

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

**Girard Avenue and Third Street
PHILADELPHIA**

Announcement Extraordinary!

Our November catalogue, with its complete stock of Holiday Goods, is in the mails.

Note what we say—complete stock of Holiday Goods.

We believe we have enough Christmas merchandise to last the usual thirty days. This will be an agreeable surprise to the November buyers whose information on the Holiday Goods situation has led them to believe even Butler Brothers' Holiday Stock would be riddled by this time.

The fact is, we have since August 1st deliberately husbanded our Holiday Stocks for the benefit of the many thousands of merchants who buy in November. These merchants have come to rely on us so complete for their Holiday Supplies that they naturally would expect us to take care of them in November—war or no war.

They won't be disappointed. We have the goods. Just one more word, though: Buyers who delay even one day longer will do so at their own risk.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



Giving Orders and Then Calling 'Em Off.

See what you think of this one.

You hear a lot and you read a lot about this business of giving orders for stuff and then calling 'em off. They put up some pretty strong talk about it—how a fellow ought to know what he wants before he orders, and how after he orders he ought to stick to it, and all that.

And it's pretty blamed near all true, too. I've had too many orders cancelled on me in the last fifteen years not to say amen to every word of it. People tell me the trouble with me is, when I'm working for an order, and they look into my bright, happy, open mug, they just lose track of what they're doing and sign anything. That ain't my fault, I was born that way.

There ain't any come back when you say that a fellow ought not to order goods he ain't sure he wants, any more than he ought to put his name to any other paper when his mind ain't all made up. But the fact is that a whole lot of fellows do it and can't seem to help it. I've got a hunch that if they knew they couldn't back out, it might make a difference. There'd be less orders, but what there was would be more good.

But that's up to the jobber and the manufacturer. As long as they let their people cancel orders on 'em, why they'll be cancelled, that's the whole of that.

Now here's what a fellow told me last week:—

"I can't always be sure that I want exactly what I order," he said, "I mean when I order of a salesman. I can when I order by mail, and in all the twenty-six years I've been in business I've never cancelled an order that I gave by mail. That's because I have my mind all made up before I write the letter.

"But when a salesman comes here it's different. Take your-

self. You come in here to get me to order something. Maybe I haven't given a minute's thought to it. Maybe I'm in a hurry. You push me along and have an answer for everything, and after I get all warmed up and comfortable in that stream of hot air that you turn on me (It ain't so.—Me) why just as like as not I tell you to go ahead and send 'em—whatever it is. You don't give me any time to consider and what you've got from me is a half-baked order. After you go and the office cools

off then I begin to think about it."

"I pass over your base allusions to myself," I said with ice cold dignity, "because there ain't going to be any personalities in this campaign. What you say doubtless applies to other salesmen but it couldn't possibly apply to me."

Between you and me that's about the only come back I could think of just then, but I've thought up a better one since and I'm going to hand it to him the next time I see

him. I'm going to say this to him:—

I'm going to say, "there ain't a blamed thing in what you said—no a blamed thing. Maybe I as a salesman oughtn't to be saying this but there ain't any reason why you should sign any order until you've worked the thing out in your own mind. When a fellow comes here and tries to push you into signing up for something—mind say when "a fellow" does; I don't say when *I* do, for I don't do it—listen to his story and then say to him 'all right, I've got your story and I'll probably order some of the goods. But I don't know how many until I've thought it over and I ain't got time to think it over while you're here. I'll get into it to-night and send you the order tomorrow if I decide to take 'em in. Be fair about it, understand, and don't say that just to get rid of him. If you're sure you ain't going to want the goods, put him out of his misery right then.

"If after you think it over you decide you want the goods and how

The Next Ad-writing Contest is on Ivins' Purity Guarantee

¶ Everybody knows J. S. Ivins' Son, the Philadelphia bakers, who have gone further than most other bakers in their efforts to produce the finest, purest goods possible to manufacture—goods that will show all the food law requires and then some. As a part of their plan they have formulated the following "Purity Guarantee":—

We guarantee that our products are not adulterated or misbranded within the meaning of the Pennsylvania Food Laws approved May 13, 1909, or the Act of Congress approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated, misbranded, poisonous or deleterious foods, etc."

Although the above laws permit the use of the following materials under certain conditions, we, in addition, further guarantee our products to be free of lard-compound, cotton-seed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors, or any harmful or unwholesome ingredient.

We use selected candled shell eggs only.

J. S. IVINS' SON, INC.

¶ This purity guarantee makes a splendid subject for an advertisement to consumers, and the "Modern Merchant and Grocery World" will pay \$20 for the best, \$10 for the second best, and \$5 for the third best six-inch advertisement submitted during November.

All Advertisements to Be in by Monday, November 30, 1914

The Awards in the Moxley Oleomargarine Contest will be Published Next Week, Issue of November 9, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

any, that order won't be called off, because you'll know what you're doing. D'ye get me?"

"How many salesmen would let me do that?" he'll say to me—I can hear him now.

"Let you? How are they going to stop you?" is what I'll say. "I'd rather you'd do it than not, for when I got an order from you then I know I could count on it."

I suppose I'll be expelled from the Independent Order of Sweaty Salesmen for saying this. This is against the good of the lodge, I know that. Get the order before you leave—that's what we're taught. But not so, brethren, if the order is going to be cancelled, and a blamed sight rather not have it for it saves some cussing. There is such a thing as being too blamed good a salesman, if you know what I mean. Like the fellow that sold a safety razor to an old maid 60 years old on the argument that it would come in handy if she ever had a boy. She would have cancelled that order if she hadn't paid cash, but we can't get cash for our stuff.

THE STROLLER.



**Deliver Your
Goods in
Sanitary Metal
Baskets**

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day

Sanitary Metal Basket Co., Lafayette, Ind.

The Housewife Prefers

Fleischmann's Yeast

because it reaches her fresh. Because it runs uniform and is dependable. Because it is wrapped in tin foil, protected from dust and germs.

And these are reasons you should sell it.

THE FLEISCHMANN CO.



Fifty-six Years of Continued Endorsement by the Consuming Public

BORDEN'S EAGLE BRAND CONDENSED MILK has been famous since 1857 for its **QUALITY, ABSOLUTE PURITY and CONVENIENCE** to the housewife. Its popularity has never waned, and the prestige enjoyed by the quality and purity which has been maintained through all these years, coupled with the heavy advertising, is a constant stimulus for increasing sales. You will find BORDEN'S BRANDS easiest to sell and the most satisfactory to your customers. All of BORDEN'S BRANDS, both sweetened and unsweetened, are made from the highest grade raw milk by the most modern method of manufacture, and are guaranteed **ABSOLUTELY PURE**.

BORDEN'S EAGLE BRAND CONDENSED MILK is an *ideal infant food*, being rapidly and completely digested by the delicate infant stomach, and affords the greatest amount of nourishment with the least amount of work. It has furnished rosy health to more babies than all the other infant foods combined. Mention this important fact to your customers who have babies, impressing upon them at the same time that EAGLE BRAND CONDENSED MILK has no superior for table and general household purposes. BORDEN'S PEERLESS BRAND EVAPORATED MILK is extensively used for cooking for whatever purpose ordinary milk would be employed. Display BORDEN'S BRANDS on your counters and you will be sure of **STEADY SALES and SATISFIED CUSTOMERS**.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We always like to sell BORDEN'S BRANDS because we never have any complaints about them. We guarantee every can but nobody ever wants their money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXIII.—A Popular Clause—Among Landlords—in Business Leases and Something About Protecting One's Self From It When One is Not a Landlord.

I have just concluded a case growing out of a lease which gave me a suggestion for one of these articles. The discussion should be useful to everybody—to everybody who owns real estate which he rents to a tenant, to the tenant himself, to the creditors of the tenant, and even to the creditors of the landlord.

I have always contended that the average lease of real estate was the most iron clad and one-sided legal contract in the world. It gives the tenant possession of the premises and the privilege of paying rent for it, and almost every question that can arise under the lease it decides in advance in the landlord's favor. The tenant of course signs, because he has no alternative—the landlord would often refuse to rent to him if he did not. Then too he seldom reads his lease, and for that matter neither does the average landlord.

In all the States of the Union today you can buy form leases at stationery and legal book stores containing this clause:—

10th.—If lessee shall make an assignment for the benefit of creditors, or be declared a bankrupt, or if the goods upon said premises should be sold under execution against him, then the rent for the balance of the then term shall at once become due and payable as if by the terms of this lease it were all payable in advance, and shall be first paid out of proceeds of such assignment or sale, any law, usage or custom to the contrary notwithstanding.

This clause is usually used only in business leases, where a building is leased for a store or office or manufactory. The above clause is of course most unfair, because if any of the above disasters occur the tenancy would come to an end and the tenant would vacate. Therefore this clause compels the tenant to pay for something which he will never get. Nevertheless the clause is perfectly binding and will be

everywhere enforced. Many courts have passed on this identical provision, and have always upheld it on the ground that it was first not against public policy, and second because as the landlord could have made the entire rent payable in advance, at the beginning of the lease, he has an equal right to make the entire balance instantly payable upon the happening of some contingency, such as the financial difficulties of the tenant.

There is in all States some law prescribing a limit to the amount of rent a landlord can collect as a preferred claim in case of bankruptcy and similar contingencies. Usually this is one year's rent; in other words no landlord can claim more than one year's rent—that is, he cannot claim more as a preferred claim, though he can come in with the rest of the creditors.

Now let me show how this clause works out. It is chiefly important to the creditors of a merchant or business man who is sold out by the sheriff or makes an assignment for his creditors' benefit. In a case which occurred under my own observation, the tenant was a retail dealer who had gotten rather deeply in debt. One of his creditors held a judgment note which he entered up, and issued execution upon. There was enough on the premises, apparently, to pay his claim in full, none of the creditors were moving to put the tenant into bankruptcy, and it looked as if the creditor was going to be able to collect pretty nearly all his claim.

As the case proceeded, it developed that the tenant held his store premises under a lease which contained the above clause, giving the landlord the right to collect the entire balance of the rent if the tenant got into business difficulties and had to be sold out. The tenant owed only two months' rent, but his

lease had five months to run. It was of course right that he should be allowed to collect the two months already had, but in addition to that the law allowed him to collect five months more, though the tenant is out of business and the building is vacant.

The result was that this rent claim ate up practically all the proceeds of the sale, and the other creditors got little or nothing.

This is why I say that the subject is particularly interesting to the creditors of a tenant bound by a lease like this. Naturally it is also interesting to the landlord who has bound his tenant by such a lease. The tenant himself is not in a position to care so much, for if he is bankrupt it makes little difference to him how his estate is distributed among his creditors.

So far as I can tell, this clause would be enforced in every State of the Union, up to the limit prescribed by the given State as to the amount of rent that a landlord can claim if anything happens to his tenant.

The situation is changed if a tenant actually goes into bankruptcy. Under the National Bankruptcy act, an adjudication in bankruptcy ends a lease, and the landlord can therefore only collect the rent that has already accrued. In many cases, however, a business man who is unable to pay his debts will not go through bankruptcy, but will turn his assets over to his creditors in some other way.

My thought is that a lease like this should be considered a factor in the granting of credits. A jobber will often grant credit to a retailer whose stock and fixtures are apparently good security, forgetting that almost all the proceeds of a forced sale of the stock and fixtures might be absorbed by a rent claim under a lease with the above

clause in it. It might easily be that the landlord could collect eleven months' rent, or even twelve, though every cent of it was future and not past.

(Copyright, November, 1914, by Elton J. Buckley.)

Question: * * *, N. J.—I am closing for your inspection and vice as to its merits and your opinion subscription blank of Economic Power and Product Co., converted of wood paper pulp from cotton bush and roots. I am of the opinion that you may know something of this concern and may be able to correctly advise me.

Answer.—The scheme is that the Economic Power and Products Co. of Philadelphia, which is selling stock at \$10 per share, of common being given for each share of common with every share of preferred. On the face of the contract is attached this utterly meaningless and transparent bait: "Please notice. The preferred stock of the Economic Power and Products Co. is at the discretion of the company redeemable after two years at the advance price of \$12.50 per share including 7 per cent. interest." The company may redeem the stock at an advance of 25 per cent. at the end of two years, but I have my doubts.

This scheme is new to me, though I know some of the people connected with it. I do not consider it a good investment.

Question: * * *, Lebanon, Pa.—Do the School Boards of the State of Pennsylvania have the power of eminent domain?

Answer.—Not the unlimited right of eminent domain. Under the act of 1895 school boards can take burying grounds by right of eminent domain for school purposes. And under the act of 1901 school boards can take private property in the same way for private libraries.

Question: J. G. Schreyer, Milton, Pa.—Is the interpretation of the commodity weight law such that every grocer will be compelled to mark the contents on every package of bulk goods he sells, and will be necessary to mark the name of the article sold along side of the number?

If so, can you suggest any way that paper bags can be printed to save the extra work of marking number of pounds and name of article on each package weighed out? The point that seems to us to be the hardest to overcome is this: a pound of sugar or rice will go in

one pound bag while a pound of crackers requires a three or four-pound bag, so we cannot clearly see how bags can be printed to suit the weights of all commodities a grocer puts in them. We thought of getting our bags printed as marked on enclosed one in lead pencil and then fill out the pounds and name of article as we use the bags. Can you suggest any better plan?

Answer.—My clear judgment is that neither the Federal nor the Pennsylvania State net weight law requires retail grocers to mark goods that are sold in bulk and then put in bags. Such as six pounds of sugar, weighed out and put in a paper bag, or a dozen eggs, counted out and put in a bag, and so on. The reason for this opinion is twofold. First, the clear language of the law makes a distinction between goods "in package form," and others, which others I take it to mean are goods sold in bulk. Second, with six pounds of sugar, a dozen eggs, and so on, the goods are weighed or counted to fill a specific order. There is no need to tell the consumer by any label what she is getting, for she knows. She has ordered that particular quantity.

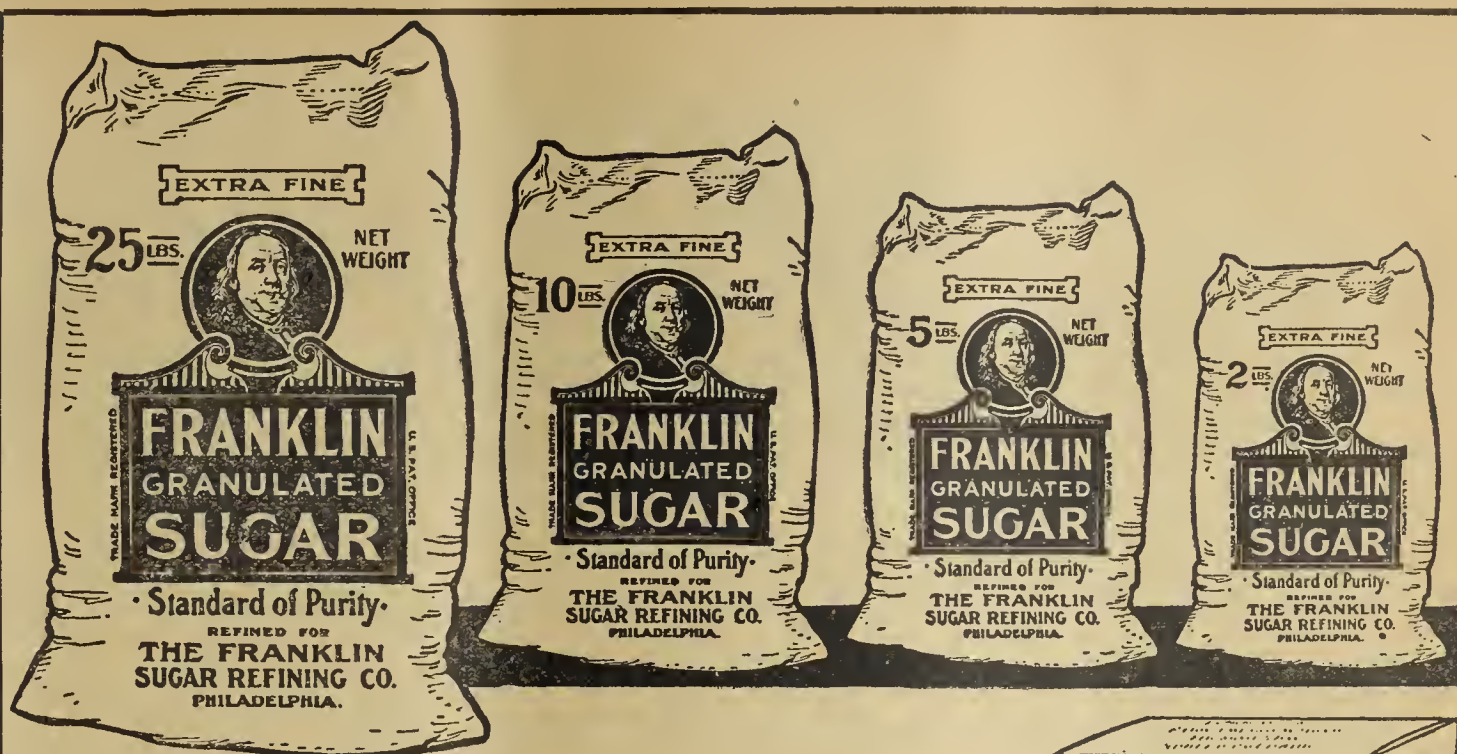
My judgment is that the law applies only to packages that are put up in advance, such as the National Biscuit Co.'s goods, Baker's cocoa, package spices and a host of other things, and that its object is to make it certain that consumers are not deceived, whether intentionally or otherwise, by the belief that a package which is sold merely as a package, contains more than it does.

I know that some of the authorities who are to enforce these laws have shown a disposition to take a contrary view, but in my opinion they are wrong.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Apropos of the "Buy-a-Bale" Cotton Campaign.

Apropos of the general movement among business interests to have people everywhere buy a bale of cotton at 10 cents per pound, and thus save the South from the serious predicament of an enormous cotton crop with nowhere



Franklin Granulated Sugar In Cotton Sacks



The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

to put it, the following address to the retail trade has been issued by the Nash Hardware Co., of Fort Worth, Texas:

To the Retail Trade:—

We are not in the cotton business, but we know enough to say that an article or commodity is only worth what it will bring when offered for sale. If 8 cents per pound, or even 7 cents per pound, is all that a farmer can get for cotton, then that is all that cotton is worth, regardless of what it costs to raise it.

It is said that a farmer cannot raise cotton at less than 10 cents per pound, yet a great many thousand farmers get rich, or at least independent, raising it at 7 cents per pound, and that was when everything else that he raised was sold at a very much lower figure than is ruling to-day, and everything that he bought cost a good deal more than to-day. Besides this, he didn't get \$7 per bale for seed, as he gets to-day.

We give you the following comparisons:—

He buys a hoe for 50 cents that used to cost 75 cents.

He buys a file at 15 cents that used to cost 35 cents.

He buys a single tree at 35 cents that used to cost 50 cents.

He buys a sweep at 8 cents that used to cost 15 cents per pound.

He buys a plier at 75 cents that used to cost \$2.

He buys nails at 4 cents that used to cost 5 cents per pound.

He buys wire at 3½ cents that used to cost 10 cents per pound.

He buys hames at 50 cents that used to cost 75 cents.

He buys traces at 45 cents that used to cost 75 cents.

He pays 60 cents for picking where he used to pay \$1.

He borrows money at 8 to 10 per cent, where he used to pay 12 and 15 per cent.

He sells what at \$1 that used to bring 60 cents.

He sells oats at 50 cents that used to bring 18 cents.

He sells corn at 75 cents that used to bring 15 cents.

He sells hay at \$14 that used to bring \$4.

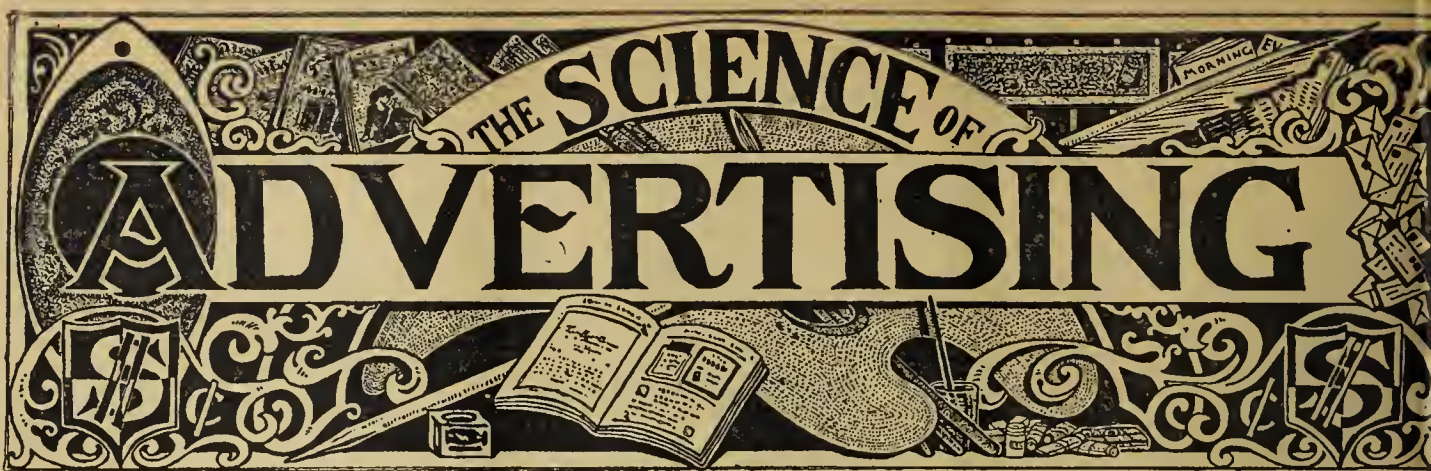
He sells turkeys at \$2.25, and sometimes \$4, that used to bring 60 to 75 cents.

He sells chickens at \$3.50 that used to sell at \$1.25 to \$1.50 per dozen.

He sells a horse at \$150 to \$225 that used to sell from \$50 to \$100.

When he was confronted with the above conditions he bought land on time, cleared it, fenced it and soon paid for it, raising cotton at 7 cents per pound. But if, indeed, he is making less profit this year than formerly, the same condition is true with you, and with us, and with the business world at large. He ought not to put himself in the attitude of a mendicant, or, as the Indian, a ward of the Government. He ought to be a good sport. He ought to take his losses just as manfully and as gracefully as the rest of us are doing.

The retail merchant owes it to himself, to his jobber and to his bank to insist on the farmers selling at least a part of their cotton. A man has an unquestioned right to speculate on his own money, but he has no right to speculate on the other fellow's money. The farmer has a right to hold his cotton till doomsday, if he does not owe anything; but he has no right whatever to hold his cotton to the financial embarrassment of the retail merchant, who, since spring, has fed and clothed his wife and children and furnished him with the means with which to make that cotton.



Albany, N. Y., Sept. 19, 1914.
To the Editor.

Dear Sir:—We are inclosing you one of our special ads. which we are running this week.

We would ask you to kindly criticize same in your next issue of

long across four columns. The Drislane Co. sends me a proof only, which was not very well taken and is therefore not very good for reproducing. However, I have had it photographed in reduced size and here present it:—

too much matter in it. It is crowded there has been no chance whatever to take advantage of the effectiveness of white space, which is to an advertisement, I often think, what pauses are in conversation. I particularly dislike the use of italic type side by side with Roman type, which means straight to the point. To me it never seems to hit it.

I don't know whether the printer used his own judgment in designing this advertisement or whether he merely followed as he was told by the Drislane Co., in fixing up all those blocks he made himself a lot of work without the least increasing the effectiveness of the advertisement. In fact, as I see it, he has marred its effectiveness. To begin with, I should not have used so wide a border. In the original it was three-quarters of an inch wide around the advertisement. Why give so much valuable space to a border? A quarter-inch border would have been enough. Then I should have run the heading about as it is now and followed with a few strong lines of introduction. The balance of the space I should have divided by long column rules into three columns and displayed the various headed paragraphs in those, separating them with other rules or dashes. The advertisement would have been much easier to set that way, and would, I think, have presented a much clearer and more inviting appearance. The present advertisement to me is not inviting at all, owing to the way the printer has put it together.

Just a word as to the matter. I should never crowd so much stuff into an advertisement that it left me no room to talk a little about the goods. That is what has been done here—on one side of a few things, nothing whatever has been said for the goods advertised except the one insufficient statement in the heading that they are offered at bargain prices."

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Drislane's Offer the Following Opportunities

For You to Replenish Your Stock of Pure Foods at Bargain Prices Before Further Advances Sure to Come. Don't Wait! Buy Now!!

Tel. 3100 Tel. 3100

| | | |
|---|--|--|
| Specials for Every Day Use PICKLING SPICES, 19c WHOLE CORN STARCH, 18. Phgs., 14c APRICOTS, Evaporated, 17c SPLIT YELLOW PEAS, 19c IMPORTED OIL, Barston, 39c BUTTER, PRESERVED FIGS, Vary, 29c FINE CAN, GOLDEN OATS, 29c SYRUP, Large Bots., 39c TUNNY FISH, Large Cans, 23c | Cold Weather Goods for Soups BARLEY, New Crop, 16c SPLIT GREEN PEAS, 19c SPLIT YELLOW PEAS, 19c BEANS, Hand Picked, 19c RICE, New Crop, 19c SCOTCH WHOLE GREEN PEAS, 17c POTATO FLOUR, 25c | Canning and Preserving time is here. Fruits of all kinds, Peaches, Plums, Pears, Crab Apples, Quinces, Citron, Tomatoes and Pickles. Send in your orders now and get the pick. Canned Specials SHAKER TOMATOES, 12c CEDAR TOMATOES, Large Cans, 12c TOMATOES, Price of Marion, 9c SHAKER WAX BEANS, 14c ECHO WAX BEANS, 15c WAX BEANS, Surprise Brand, 9c PEAS, Early Garden, 15c PEAS, Sugar, 12c PEAS, Sugar, 12c CORN, Oil Edge, 12c CORN, Oil Edge, 12c CORN, Oil Edge, 12c |
| September Sale of Pure Foods Vacation time is over. Now for business and replenishing your store room for the winter. Come to the store and make your selections from this list of Quality Pure Foods. ASPARAGUS TIPS, Quart Glass Jar, Doz. \$4.50; Jar, 39c ASPARAGUS, Large Green, Quart Glass Jar, Doz. \$5.75; Jar, 49c ASPARAGUS, White, Quart Glass Jar, Doz. \$4.50; Jar, 39c GOLDEN OATS, Large Square Cans, Doz. \$2.55; Can, 23c ASPARAGUS, Green Tips, Doz. \$2.85; Can, 23c | | |
| ORANGE MARMALADE, Hartley's Imported; doz., \$2.25; jar, 19c. | | |
| Fruit Jars, Jelly Tumblers and Jar Rings, Factory Price Sale to Reduce Stock. MASDN'S, Machine Made, Quarts, 48c MASDN'S, Machine Made, Pints, 45c ATLAS E. Z. SEAL, Qts., 75c ATLAS E. Z. SEAL, Pts., 65c Double Safety, Quarts, 75c Double Safety, Pints, 65c MASDN'S STRONG SHOULDER, Quarts, 49c MASDN'S STRONG SHOULDER, Pints, 45c MASDN'S JAR COVERS, Porcelain Lined, Special Doz. 15c; 2 Doz. 25c Take Them Home—Limited JELLY TUMBLERS, 8 Doz. Carton \$1.39; Doz. 25c JAR RINGS, 4 1/2 Doz. Carton \$1.39; Doz. 25c | Soaps and Starch JIVORY, It Flashes, 25c FAIRY, A Little Fairy, 25c P. & O. WHITE NARPH, 25c LEMON, Just Like the Hand, 25c STARCH, American Olean, 10c STARCH, Elastic, 25c STARCH, American Olean, 39c JAMES CROSSE and BLACKWELL'S Best, Imported Stone Crocks, Doz. \$2.95; Jar, 29c JELLY, ACME, Assorted Tumblers, Doz. \$1.10; Glass Jar, Doz. \$1.95; Jar, 17c JELLY, OGDON and OILL-WORTH'S, Glass Jar, Doz. \$1.10; Glass Jar, Doz. \$1.95; Jar, 17c JELLY, PURE FRUIT, CURTICE BROS., Large Tumblers, Doz. \$2.75; Jar, 25c JAMES OEN BRAND, Assorted, Doz. \$1.10; Glass Jar, Doz. \$1.95; Jar, 17c MELON MAHOODE, Pin Money Glass, Doz. \$4.50; Bot. 39c PRESERVED CANTELOPE, Sweet, Mrs. Hargreaves, Glass Jar, Doz. \$4.50; Jar, 35c | SALAD OIL, Quart Bots., 29c COOKING OIL, Quart Bots., 29c MAPLE SYRUP, Golden Tree, Bot., 9c COCONUT, Shredded, Bot., 17c RAISINS, Pitted and Cleaned, Pkg., 12c CURRANTS, Cleaned Pkg., 12c COCOA, Breakfast, Pure, Gl. Jar, Special Jar, 25c CLAM CHOWDER, Burnham's, Can, 17c BLUE LABEL SOUP, Quart Cans, Clam Broth, Mutton Broth, Tomato, Beef, Julian, Doz. \$2.40; Can, 21c BLUE LABEL CATSUP, Pinta, 17c |
| Crackers Full Line Huntley & Palmers' Imported Crackers in Bulk. N. B. C. OREANAS, Red Phgs. 3 for, 25c N. B. C. 300AS, 25c PRETZELTETS, Medium, Hand Made, 3 lbs., 25c | | |
| EXTRA BARGAIN PINEAPPLE, Hawaiian in heavy syrup, large cans, extra fancy, doz., \$2.50; can, 23c. Limited | | |
| "Club Brand" Coffee 35c lb.—3 lbs. for \$1 TO YOU A delicious blend that we know to be the best of all Coffees at any price. It makes the best Coffee you ever drank. TRY IT—NOW—TODAY. Even Ground or Pulverized. Each 1 lb. 35c. All or money order with your name plainly written, and we will send you a post-paid return mail 3 lbs. "Club Brand" Coffee. | | |
| DON'T MISS THIS LOT APRICOTS, in heavy syrup, quart cans, Big Bargains; doz. \$2.25; can, 19c. Perfect Fruit | | |

We prepay the freight to your station on all orders amounting to \$5.00 or more if within 50 miles of Albany, excepting Floor and Sugar, when order is accompanied by cash or money order.

W. E. Drislane Co.

Albany's Greatest Pure Food Store

North Pearl Street, Albany, N. Y.

the "Modern Merchant and Grocery World." Yours truly,
W. E. DRISLANE Co.

The advertisement inclosed filled a space in an Albany newspaper 17 inches

I don't like the way in which this advertisement has been set, and I believe that the manner of setting it has destroyed much of its effectiveness. I should say to begin with, that there is

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.
J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—
Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric

lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60.

These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 28.

Here are a few slow sellers I wish to sell:—

One box 6-pound Swiss Milk Cocoa, Croft & Allen make, cost \$2.40.

I purchased these about June 1st, this year; absolutely new goods. Will sell at cost prices—prepay freight charges to any address.

BENJ. GEBHARD,
Ocean City, N. J.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Also a National cash register, throws a receipt, individual clerk keys, for \$50. Both in good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are DSA quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY Co.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made

and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

A Bright Store

is a prosperous store.
Look up and down
your street and see
which stores are doing
the big business.

¶ You will see that
the well-lighted stores
—the Electrically
lighted stores—are
the ones which are
prosperous.

¶ We will be glad to
assist you in installing
the most economical
and efficient lighting
system for
your store.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

FOR SALE.—Advertising pencils bring results; \$1.25 per gross up. Sample free. Grabill & Co., Lancaster, Pa. 21

WANTED

WANTED.—To buy delicatessen store located up town. Address 2239 N. Fairhill St., Philadelphia. 18

WANTED.—Flour case, 8 to 12 feet. Must be in good condition and cheap in price. Address W. E. Jones, Greenwood, Del. 18

WANTED.—Second-hand electric coffee mill, slicing machine, refrigerator, scales. Address M. W. N., care Grocery World Publication Co., 927 Arch St., Philadelphia. 18

WANTED.—Waste paper baler, new or second-hand; must be in good condition. Address Bauer & Harrison, 620 N. Second street, Philadelphia. 20

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through

property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Store, established 25 years, doing \$35,000 or more a year. Will sell for \$3,500. Carries \$3,500 worth of stock. Address G. H. Hullfish, New Brunswick, N. J. 20

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—General store and stock for sale. Established 25 years, \$50,000

to \$60,000 annual business. In center of New Jersey's best farming district. This business can be greatly increased; it is a great opportunity for some one. I am selling on account of poor health. Address Chas. A. Spaulding, Allentown, N. J. 22

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 2

FIXTURES

FOR SALE.—One Troemner electric coffee mill, direct current (Electric Co. of Conshohocken changing to alternating current), 500 volts, speed 400, amperes 1. Cost new \$185, will sell for \$50 as the electric company pays a part of the loss.

Also one Minnick wooden paper baler never been used. Cost \$17.50, will sell for \$12. Makes bales of about 60 pounds. Address P. J. Leary, 37 Fayette St., Conshohocken, Pa. 2

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost \$30. Also one rotary beef cutter with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 2

FOR SALE.—Pair Angldile computing scales, good as new; no use for same price \$50. Address LaRue & Pyatt, N. E. Cor. Union and Buttonwood Sts., Lambertville, N. J. 1

FOR SALE.—A Johnston swing knife meat cutter, for which I paid \$40, used less than two years, in perfect condition for \$7.50. An Enterprise cutter for \$2.50, and a peanut hotter, costing \$8 for \$2, f. o. b. Slatington. Address E. I. Kern, Slatington, Pa. 2

MISCELLANEOUS.

FOR SALE.—Choice varieties of fall and winter apples, \$1.75 per barrel, in three to five-barrel lots. Barrels well filled. F. o. b. cars here. Cash or A. No. 1 reference. Address W. B. Zullinger, Mt. Holly Springs, Pa. 2

FOR SALE.—Would like to make arrangements with first-class retail merchants in large towns and cities to handle some of my strictly fresh eggs. Address Luther G. Welch, Bridgeville, Del. 2

FOR SALE.—One six-spring light wagon, covered sides, new top, good condition; \$20. Address W. H. MacMahon, 4300 Fleming street, Roxborough, Philadelphia. 2

AUTOMOBILES

FOR SALE.—A Ford delivery car in good condition; cheap. Address Crocker & Ellis, Fredonia, N. Y. 2

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12t

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



Many Uses for Red Seal Lye

For paint and woodwork, pots and kettles, floors and sinks—for cleansing, scouring and scrubbing, there's nothing as good as RED SEAL LYE. It will pay you to push its sale and we'll help you. We have a system of sending customers to our dealers. Ask us to explain how we can increase your trade.

"BEWARE OF IMITATIONS"

P. C. TOMSON & CO.

29 Washington Avenue, Philadelphia

WHAT TO TELL CUSTOMERS

"Use a can of RED SEAL LYE according to directions and you'll never try to keep house without its help. It's the greatest cleanser made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Modern Merchant

AND

Grocery World

Published every
Monday.

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State of the Union
and Canada.

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Awards in the Moxley's Oleomargarine Ad-writing Contest

¶ The judges have had the usual difficulty in making their selections—the competing advertisements seem to get better every month. The prizes are awarded as follows:—

First Prize, \$20—F. M. ROOT, Newark, N. J.

Second “ \$10—C. J. WOOD, Corry, Pa.

Third “ \$ 5—K. RAGAN, Quicksand, Ky.

¶ The advertisements on the opposite page are considered worthy of honorable mention.

FIRST PRIZE

SAVED 36c. a Week

A housewife with a family of four says she has saved thirty-six cents a week on an average for the past four years. How? By using

MOXLEY'S OLEOMARGARINE

instead of butter. And the family have kept in excellent health all this time. She has saved practically

Seventy-five Dollars

Surely this testimony ought to convince anyone who is in doubt. Let us hand you samples. The use of

Moxley's Oleomargarine is growing by leaps and bounds.

Farr & Conrad

Submitted by F. M. Root
78 Peabody Place, Newark, N. J.

SECOND PRIZE

NOT FICTION, But a True Story

A young couple own a fine bungalow on shores of Lake Chautauqua where they make their Summer Home, and last season invited Father and Mother from the Farm to pay them a visit. They coupled with the invitation a request “Bring some of your good Country Butter. Hubby and I eat **MOXLEY'S OLEOMARGARINE** and like it better than Butter, but I fear you might spleen against it.”

The invitation was accepted and the Butter brought. In a spirit of fun the young Housewife fashioned a ball of Oleomargarine to look just like Father's Butter and placed it in lone state on the table, in the midst of the Dinner, Father as he spread the supposed Butter thick on his buiscuit called the attention of his Children to this sweet waxey grainey Butter churned from Jersey Cream when fit to churn, and cooled with pure spring water.

MORAL

Eat Moxley's Oleomargarine. Save on the high cost of living. A product fit for the Gods. Pure and clean as the morning dew on the clover blossom, healthy as the air we breathe.

Submitted by C. J. Wood
413 Concora St., Corry, Pa.

THIRD PRIZE

Ask for a Sample of Moxley's Oleomargarine

There are people in this town who used to shudder when oleomargarine as a food product was mentioned. They thought it grease — or worse. We have changed the current of their thoughts by showing them that

MOXLEY'S OLEOMARGARINE

contains all the essential elements of fine butter. That it is as good as butter, and that the cost is about one-third less, are two points worthy of consideration in these days when we hear so much of the high cost of living.

Let us give you a sample on a cracker or biscuit.

Submitted by Mrs. K. Ragon
Quicksand, Ky.

Men Like Good "Eats"

and they like **William J. Moxley's Special Butterine** because of the rich, creamy delicious flavor, and Madam you will like it because it is absolutely pure, government inspected and made under the most sanitary conditions.

And then, last but not least, the cost, compared with the ever increasing cost of butter has brought **Moxley's Butterine** into lasting favor through its army of users, not only for the sake of economy but for those who insist on the purest of food products always.

Insiston **Moxley's** which is equal to the best creamery butter in taste and wholesomeness.

Better include a pound in your next order.

For Sale by Merchants Who Know

Submitted by W. C. McCullough
Shippensburg, Pa.

Moxley's Oleomargarine

Better than most butter, as good as the best butter.

**Appetizing
Nourishing
Economical
Uniform
Reliable**

Contented cows; beautiful farms, grassy meadows are pictured to you to sell you butter, but these cows often find poor pasture, garlic and weeds, and butter churned from their milk will be grassy, garlicky or rancid. That is why butter is so unreliable in quality.

Moxley's Oleomargarine

is scientifically prepared out of cream and animal fats after a perfected, standard formula, insuring uniformity, and is reliable in quality.

Dealers can tell of many instances of patrons when entertaining guests being asked, "Where do you get this delicious butter?" With the answer, "That's not butter, it's **Moxley's Oleomargarine**, and costs only half as much as butter."

Submitted by Geo. Steve Mull, with J. W. Bucks
1168 Green Street, Reading, Pa.

MOXLEY'S OLEOMARGARINE

Is not "imitation butter." It is not an imitation of anything. It is just itself, **Butterine**. Better by far than any country-made butter. Pure and cleaner and more nutritious than creamery butter.

It is made of sweet cream; pure, clean, creamery-made butter; oil from fresh beef fat and leaf lard, all churned together by machinery, perfectly scientific and sanitary.

OLEOMARGARINE

is

Cleaner than butter;

Purer than butter;

More healthful than butter;

Cheaper than butter.

Why not use it then instead of butter?

For sale by all first-class grocers

Submitted by Lily Dougherty
Gettysburg, Pa.

Just as Old Sukey's

nimble hind foot kicked over the milk maid, bucket and all—

Just so the **unscrupulous dealers** had their calculations knocked **sky high** who during the recent prolonged **drought** when pastures were dried and parched to the very roots, **boasted** the consumer would pay 60 cents for butter. Here's where

Moxley's Special Oleomargarine

Scored a Hold Down

Its unprecedented and increasing sale tells the whole story.

Don't think because you cannot see the milk maid—a **beaten up old flossy**—with the milk stool that the quality is not there.

Moxley's Special

is a most delightful dainty morsel of pure food product. We insist that you compare it as such, not with the ordinary brands, but side by side with the best butter obtainable. You will find it sweeter, purer, **better than the very highest grades of butter**, and its cost so helps to make the pay reach round.

Insist on **Moxley's Special**.

Submitted by B. F. Boucher
Abington, Pa.

What Has Moxley Done?

Moxley has furnished us with **Moxley's Oleomargarine**, the finest, purest and most delicious product of its kind on the market to-day.

Moxley has cut the price of spreading your bread from a third to a half. You will save that much if you use **Moxley's**.

Moxley has squelched the prejudice against oleomargarine wherever **Moxley's** has been used.

Give **Moxley's** a trial on bread or hot cakes. Take home a pound to your family and "pass the butter." They won't know the difference. Then tell them it's **Moxley's** and they'll ask for more.

And at the end of a week you'll find a lot of butter money left in that little bowl on the shelf.

The password to-day in the war on high-priced butter is "**Moxley's**." Give your grocer the countersign and he will put you on friendly terms with **Moxley's**.

Submitted by A. T. Smith
Lambertville, N. J.

FREE SUGAR

With Moxley's Oleomargarine

If it weren't for the prejudice against oleomargarine there wouldn't be enough butter sold to spread one side of a buck-wheat cake!

THRIFTY HOUSEWIVES INVITED TO-DAY

to try a pound of **Moxley's** money-saver. It has the flavor of butter plus better keeping qualities, and costs about half. Everytime you buy **Moxley's** you save the price of several pounds of sugar. There is one thing dead sure—and that is it won't cost you anything to try a pound of

MOXLEY'S And get your Sugar Free

Submitted by H. R. Heal
842 Union Street, San Diego, Cal.

KEEPS SWEET ANYWHERE

"Moxley's Special" Oleomargarine in Cartons

A Dainty Spread for your Daily Bread

Pleases and satisfies old and young. It can be used wherever butter is used and at a great saving in price. Puts the "high-cost-of-living" bug-a-boo out of business. Always in dirt-proof, germ-proof, sanitary packages. Always clean, sweet and wholesome.

One taste and all of that prejudice against the name or the product itself disappears and you exclaim, as have thousands before you, "Why! I didn't know it was *so good*, I'll have a pound."

**FAR BETTER THAN POOR BUTTER
MUCH CHEAPER THAN GOOD BUTTER**

McGOWN the Grocer
Phone 54

In Clean Cartons
1 lb. for 25c

Submitted by Jos. McGown & Son
164 High St., Clinton, Mass.

YOU

Once **You** use **Moxley's Oleomargarine** you are going to stop buying Butter.

One Big Factor will be the Price. **You** will save from eight to ten cents on every pound.

Again the **absolute cleanliness** of **Moxley's Oleomargarine** will certainly appeal to you—and it is **absolutely pure**—and its fresh.

Can the same be said of the Butter you are using?

Again **Moxley's Oleomargarine** has **food value**. You can't get away from it. If you have growing children **food value** is the **vital thing** to look for.

When you can get a **fresh—a pure—a clean** article of food like **Moxley's Oleomargarine** at the **reasonable price** you are charged, you are getting a **bargain three hundred and sixty-five days in the year**.

If you don't believe what we are telling you **try a pound** on suspicion, you are not taking a risk.

We have so much faith in **Moxley's Oleomargarine** we—the Churners—back it to the limit. The next time you want Butter ask for

Moxley's Oleomargarine

Submitted by John J. Lewis
Turks Head Inn, West Chester, Pa.

Chief Sweeney of Pennsylvania Bureau Explains New Net Weight Law to Philadelphia Grocers

In a Talk Last Monday Evening He Attempts to Explain the Law and the Attitude of His Department Concerning It. Thinks Laundry Soap Must be Marked With Number of Cakes Even if There is Only One.

At the monthly meeting of the Philadelphia Retail Grocers' Association, at the Bourse last Monday evening, James Sweeney, Chief of the Pennsylvania State Bureau of Standards, which is to enforce the new weights and measures act of 1913, made an address, in which he was supposed to explain the law and announce the attitude of his department concerning it. In an effort to do this Mr. Sweeney did not go quite as far into detail as he might have done. A partial stenographic report of his address appears below. The meeting opened about 8.15 and Mr. Sweeney was at once introduced:—

The weight and measure laws of Pennsylvania are not intended to harass or interfere with the business of our State or the business people. The purpose of the law is to protect the consumer from those who might be dishonest, and we are glad to say that there is a very small percentage of the business men of Pennsylvania who are not honest.

For many years this State was without any legislation of this character and consequently a great many evils crept into the business life of Pennsylvania. For instance, there were a great many scales and measures that were inaccurate, that were not so intentionally, perhaps, but as there had been no official inspection of the weighing devices of the State, many men used inaccurate scales and measures without knowing it.

This law will protect the honest dealer as well as the consumer, because the honest dealer who gave 16 ounces to the pound could not compete with a man who gave only 12.

Your president, in stating to you that I had the enforcing of this law, or, rather, that I am vested with authority to enforce this law, is, in a measure, in error. The enforcement of this law has been placed in the hands of your inspectors of this city. They, of course, must be governed by the regulations; that is, they must be guided by the law itself.

I glean from the nature of the correspondence I received from your association that it was the purpose of the members of your association to ask several questions in regard to the requirements of this law, so if any of you want to ask questions regarding any particular provision of the law, I will make an effort to explain so far as I understand it.

But first I want to call your attention to some of the devices that

have been used. There is a scale, called the family scale, which has a certain adjustment under the pan. The dealer, if he wants to be dishonest, has his finger on that adjustment when he places a commodity on the pan, making it weigh as much as he pleases by more or less pressure. This particular type of scale is not permitted to be used in this State, and they have nearly all been confiscated and condemned by the sealers unless a cap is put over that screw.

Every conceivable device by some people had been in use in weighing commodities in this State before there was official inspection. In this pamphlet (Mr. Sweeney had this literature with him) that we issue, there is one measure shown that is supposed to be a peck measure which is 116 cubic inches short, or nearly two quarts. We figured that a huckster who sell a certain quantity of potatoes in a year, would, by using this measure, cause a loss of over \$700 to the people whom he served.

We have inspected about 700,000 scales, out of which 100,000 have been confiscated and several hundred thousand have had to be adjusted.

The law directs the chief of the bureau to fix the tolerance on goods that are to be put in package form. This applies to goods that are subject to losses owing to climatic conditions where they may be kept. That is, they have a certain shrinkage. If there were not some tolerance permitted and a commodity were examined and placed on a scale and a loss discovered, the merchant would be held responsible despite the fact that the loss was due to a natural shrinkage. The establishing of a proper amount of tolerance has not been a very easy proposition, because when we came to get some information we found that the packers themselves had very little knowledge of the amount of shrinkage on their particular products. It took us nearly a year to arrive at the tolerances.

Section 4 of the Commodities Act reads: "It shall be unlawful to use any measure unless it shall have thereon the capacity." For instance, if you are using a half-peck measure and it is not so marked, you are violating the law and subject to penalty.

A container is something in which you sell anything.

If you sell a commodity in package form, the container is considered a package. You must have on the outside the weight of any goods that are sold in any kind of a carton. Take a pound carton of butter; under the law this is considered a package, and it will be necessary to have it marked with the weight. A sixteenth of an ounce tolerance is permitted on butter. That is, if a package of butter marked one pound is weighed by the inspector in your store and

weighs one-sixteenth of an ounce less than a pound, you are not subject to a fine.

Whenever you sell any commodity that is named in this law that has a standard weight, it will be necessary for you to ascertain the number of pounds fixed by law. For instance, we will take a bushel of potatoes—60 pounds. A half bushel must be marked 30 pounds, etc.

In fixing these weights we had to be governed by weights fixed in other States a great deal, and it may be possible that you men who have had wider experience than I have, may find some of the weights not what they should be on different commodities. If you will write me I shall be glad to investigate and have an amendment made before the Legislature convenes.

Members were then invited to ask questions, with the following result:—

Question.—If I sell a woman a half peck of potatoes, how should the potatoes be marked?

Answer.—You don't have to mark them unless already done up in packages for sale, when the number of pounds must be given.

Question.—I purchase a lot of bacon outside the State and it comes wrapped, but not marked, and I sell it in the wrapper. What redress would I have when the seller is outside the State?

Answer.—I know of this condition. I have had some correspondence on the subject, and the matter is now in the hands of the Attorney-General. He claims that that is under the head of "package." I believe that the best thing for you to do would be to write to the man from whom you purchased that and ask him to mark it as it should be marked or sell it to you without wrapping at all. I know they claim it is wrapped for sanitary purposes, but I do not know whether the health laws require anything of that kind or not.

Question.—In buying lambs, the big stick which is passed through the lamb by which it is hung on the scales weighs about a pound. We are billed for the weight of the lambs, including the stick. Is this right?

Answer.—If you will write me a letter and give me the name of the party or parties practicing this, I will communicate with them and explain what the law is and will also inform them that unless they comply with the law they will be subject to a penalty.

Question.—Even the people like Armour and Swift do this.

Answer.—I know the big people do this and they are the ones we are having the most trouble with.

Question.—Is it necessary to mark jars such as pint or quart jars containing peaches, cherries, eight-ounce glasses of jelly?

Answer.—If you sell them in a jar you must mark the quantity.

Question.—Should soap be marked by weight or count?

Answer.—As it is customary to sell by count, the package should bear the number of bars that the box contains, even if it is only one bar. It has been demonstrated that the people of Pennsylvania have been buying a great deal that they could not use, so this law was framed to protect them. Of course, it would seem unnecessary to mark "one bar of soap," but you cannot draw a line, so everything must be marked. (However, toilet soaps are exempt from the law.) Long bars of soap are sold by the pound.

Question.—Concerning the buying of nuts and the tare weight?

Answer.—The bag should have on the outside the net weight in pounds. You need not accept nuts that are not marked, as you could not sell them in this State. Of course, the California nut people are outside of the jurisdiction of Pennsylvania, but the Federal Department can take care of this, because it is in violation of the interstate commerce laws.

Question.—When does this law go into effect?

Answer.—On the first day of January, 1914, except as to certain packages prepared prior to July, 1913, which have 18 months more grace. The law is in effect on these goods after January, 1915.

Question.—What would be the condition of our stock now on our shelves?

Answer.—It will have to be marked. The 18 months have been given so as not to work any hardship on you as to goods packed prior to July, 1913.

Question.—In regard to the goods on hand after the expiration of the 18 months, suppose we have a can that contains, say, about eight ounces. Would we be within the law if we mark it "not less than seven ounces"?

Answer.—Mark it simply "seven ounces."

In connection with the question regarding potatoes, the thought comes to me, it would be best if all goods of that class were sold by weight and that measure be entirely done away with. An attempt along this line would meet with a great deal of opposition at present, so we will wait a year or two and then make some effort in this direction. There are some States in the Union where this system is used at present.

Question.—Is it permissible for a dealer to mark any package himself, stating approximately the amount contained?

Answer.—You must mark the net weight only. All extra words are meaningless in the eyes of the law.

Question.—I find that the majority of California dried fruits run a half pound short.

Answer.—The man who sells anything not correctly marked is subject to a fine, but we cannot catch the California people. You must refuse to buy from such firms.

Question.—Is there any redress for the grocer or butcher who has to buy provisions that are heavily wrapped, which is charged for along with the weight of the commodity bought?

Answer.—Take this up with the inspector in the district where these goods are packed.

Mr. Kaiser.—The Federal Department has decided that wrappings of hams and provisions need not be marked. Mr. Sweeney has told us that that question is now up to the Attorney-General to be decided upon.

Question.—Should sauer kraut be sold by liquid or dry measure?

Answer.—We have discussed that question at our sealers' conference. The best way would be to sell by weight, and I believe the inspectors in a good many places are insisting on this, but I cannot say definitely.

(Remark by one of the members.—I would state that I put that question to an inspector who said that it had to be sold by liquid measure, and took the dry measure out of the kraut.)

Question.—I find that there are some apples that do not weigh 30 pounds to the half peck, although that is the requirements, according to law. What about this?

Answer.—We have made quite a few tests and find that a half peck should weigh 30 pounds, so you will have to give the 30 pounds to the half peck.

Foot and Mouth Disease Seriously Threatening Supply of Cattle.

The Pittsburg (Pa.) Union Stock Yards at Herr's Island are under Government quarantine as the result of the discovery of cattle infected with foot and mouth disease. State Veterinarian J. Marshall, of Harrisburg; N. B. Hitchfield, secretary of the State Board of Agriculture, and Dr. George Diteg, representing the Bureau of Animal Industry of the Federal Government, are in Pittsburg in charge of the stock yards. The official quarantine will probably continue for several months and will put a stop to business at the stock yards during that time. While an embargo is on animals can be taken from the yards only for immediate slaughter. At the yards are about 2,400 cattle, 700 horses and 4,000 hogs that are en route from the West to Philadelphia consigned to the Allies in Europe. The horses will not be detained longer than a few days, but will be disinfected, put into sealed cars and shipped to the port. In Europe the disease is widespread and is fought only by quarantine and not by slaughter of infected animals. All the cattle affected in the Pittsburg yards are being put to death immediately. Cattle shipped into Pittsburg from the West are being sent right through to their destination whenever this is possible, though under ordinary conditions this is where they are taken off the cars for feeding and rest. The Chicago stock yards have also been closed for the same reason and the supply of cattle for food purposes is being seriously threatened.

Pop Corn and the High Cost of Living.

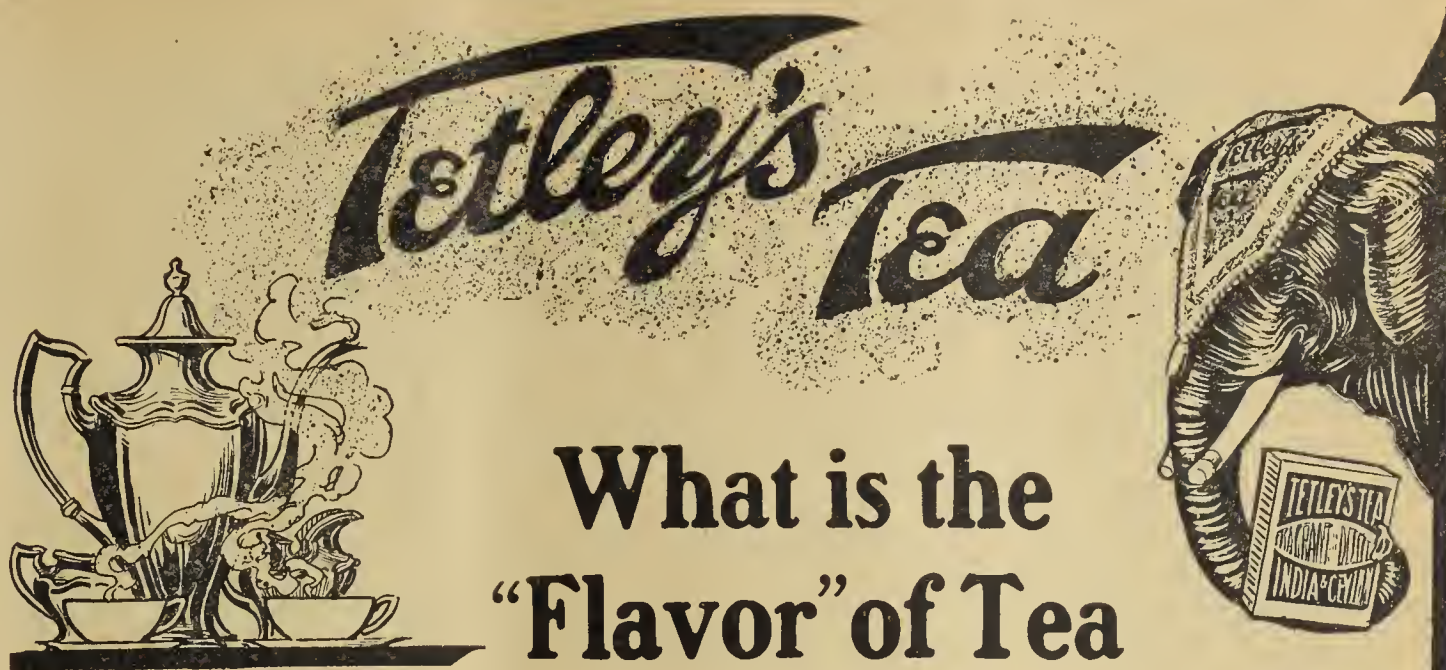
The U. S. Department of Agriculture, in a recent bulletin, says that fewer nickels would be spent for less wholesome knick-knacks if a supply of pop corn and a popper were kept in homes. Why not supply your trade?

A more delicious and wholesome connection than pop corn cannot be found. Whiteness and nutritiousness—a happy combination. Just think! You can eat pop corn until your desire is satisfied, and it will not harm you.

As a food pop corn has considerable value; it is superior to many of the breakfast foods now on the market. That statement comes from Uncle Sam's food specialists. Need any more be said of pop corn as a food?

For breakfast, popped corn is delicious with milk or cream. Add sugar if desired. In this an agreeable surprise awaits you. The parched unpopped kernels, when ground like coffee, make a nice breakfast food with milk or cream and sugar. Or, the ground kernels may be boiled and served like oatmeal.

These suggestions will be welcomed by your customers as a help in solving the high-cost-of-living problem. Pop corn in itself is very reasonable in price. A fair idea of its economy may be had when it is considered that it pops from 15 to 20 times its original bulk. Be sure to get good corn. The best is the cheapest and better results will be obtained.—Adv't.



What is the "Flavor" of Tea

The Flavor of Tea is a dainty *Perfume*, easily lost upon exposure to the air. That is why *Bulk Tea* cannot run uniform in flavor or aroma. It is impossible to retain the delicate fragrance of any tea that is handled in *bulk*.

Many a merchant's business is built upon the reputation he makes as a seller of *good tea*. Why jeopardize *your* trade by selling tea *with the flavor left out*.

TETLEY'S TEAS

"Blended and Packed by Experts in London, England."

are the finest grown—carefully selected and scientifically blended to a permanently uniform flavor—then packed in attractive, air-tight tins, so that the tea retains all its delicious aroma and flavor.

Big sales of tea are easy when the brand you push is TETLEY'S. Recommend TETLEY'S and

Watch Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc. : 108-110 Franklin St., New York



TELL YOUR CUSTOMERS

"TETLEY'S not only equals the best, but it is *better* than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

In another column the "Stroller" has an article on the inefficiency of merchants' associations as to getting anything for the business interests out of politics. The point is made that both Congress and State Legislatures pay much more attention to labor and farmers' organizations than they do to merchants' organizations, because the two former are solidly organized and go into politics to enforce their demands, while the average merchants' organization does not figure in politics at all.

When we read this article we had no idea that strong proof of what it claims would be received so soon. The proof comes from the Retail Grocers' Protective Union of Pittsburgh and vicinity, in the form of a printed address to business men which begins as follows:—

Merchants and Business Men:—

All candidates for the State Legislature from Allegheny County were interrogated as to how they stood and would vote (if elected) on the following bills, viz.:—

No. 1. "The Mitchell 10 Per Cent. Collection or Garnishee Law."
No. 2. "Repeal of the Mercantile Tax Law."

No. 3. "A law to license and regulate the selling and distribution of Trading Stamps, Coupons, etc."

In Allegheny County there are eleven districts, containing fifty-four members of the House of Representatives. Of this number twenty-two—nearly half—contemptuously ignored the letter of the Pittsburgh association. In the same county there are four Senatorial districts, from which ten Senators are elected. Of these, five—just half—paid no attention.

The only reason these servants of the people ignored pertinent and proper questions from the people they were supposed to serve, is that they thought the Pittsburgh association didn't amount to anything, and they didn't have to answer. Would they have ignored questions from a labor organization or a Farmers' Grange? The writer is very sure that they would not.

In a measure, the belief of these politicians that the Pittsburgh association amounts to nothing is correct. It probably does not amount to anything politically—in fact we don't know a merchants' organiza-

tion that does. Even the Philadelphia associations don't even pretend to. This is particularly regrettable when it is remembered that there is not a merchants' organization anywhere but that could amount to a great deal politically if it would set about it.

Last Monday evening James Sweeney, Chief of the Pennsylvania Bureau of Standards, attempted to explain to the members of the Philadelphia Retail Grocers' Association the new weights and measures act of 1913, particularly that part of it which has reference to the labeling of package goods. Most of his statements were undoubtedly supported by the act, but the "Modern Merchant and Grocery World" does not agree with some of them, and believes that if the questions at issue get into the courts the department will not be upheld.

The chief devoted some of his address to telling what the law required as to the labeling of butter. He did not clearly show that he realized the difference between butter sold in cartons prepared by the manufacturer—there are several brands of this—and butter sold out of a tub or box. If when he says that butter must be marked with the net weight he means ready-packed carton butter, he is undoubtedly right. If he means butter sold in bulk from a tub or box, he is in our judgment wrong, because we believe butter so sold is sold in bulk and does not require labeling.

This paper particularly disagrees with the chief as to the requirements of the law as to laundry soap. He says it must be marked with the number of cakes, even though there is only one. In other words, the ordinary wrapped cake of laundry soap, according to him, must be marked "one cake of soap"! Not only is this absurd, but it is directly contradicted by the law, which says that package goods must be marked with a statement of *weight, measure or numerical count*, thus giving to the packer the option which to use. The chief makes

it appear as if laundry soap must be marked with the numerical count and nothing else, while we believe that it must be marked with the weight and nothing else, if it has to be marked anything. We do not believe, however, that laundry soap needs to be marked anything. Whether this is true or not, we would willingly make a small wager that no court will compel a single bar to bear a statement so superfluous and silly as "one bar of soap." The courts have some sense if Mr. Sweeney has not.

He gave an amazing explanation of his belief that bars of soap must be marked "one bar." "It has been demonstrated," he said, "that the people of Pennsylvania have been buying a great deal that they could not use, so this law was framed to protect them." We did begin to answer this, but what is the use? The act of 1913 is a weight and measure law and just as sure as anything can be, it will never be tortured into an act preventing consumers from buying soap that Mr. Sweeney thinks they could not use.

In an article on price-cutting, contributed by John Allen Underwood to the last Leslie's Weekly, the following statement is made.

Not Quite Fair.

It is almost always heard in connection with price-cutting discussions:

When a retailer sells a dollar watch for 60 cents, or a cake of 5-cent soap for 3 cents, he necessarily loses money on this particular transaction. He has no desire to lose money. His reason for cutting the price on such articles is partly to attract customers to his store, but mainly to advertise himself to those customers as selling all of his other goods—which are not of a standard or known value—at similarly advantageous prices. This is a misrepresentation, for he does nothing of the sort. If he did, he would soon be compelled to go out of business.

We believe this to be hardly accurate. If true, it puts every dealer who offers a real bargain in the position of misrepresenting his business. Of course that is not so.

The real desire in many merchants' minds when they cut a price—and it is a perfectly legitimate desire—is to bring people into the store. There is of course a much better chance of selling a cus-

tommer who is actually in your store than of selling one who is not, and the merchant has a right to take advantage of that fact. If he can bring somebody in by the offer of a 5-cent soap for 3 cents, she may be inspired by the sight of other goods to buy some of them. That is a little fair statement of the case, we believe, and probably a little truer one. No merchant is fool enough to try and persuade people he is selling everything below cost.

It is regarded as certain that the coming Pennsylvania Legislature will be asked to amend the cold storage food law of 1913. Nobody is satisfied with it. It has cost the wholesale trade thousands of dollars by putting a ban on perfectly wholesome food products merely because they have been stored longer than the Legislature was told by some ignoramus that ought to be. It has surrounded the retail business with enormous difficulties and inconveniences, which it has not helped the consumer one particle. If he exercised his option to boycott cold storage food, the act of 1913 made it easier for him to do so, but he then paid more and got no better stuff. Even the Dairy and Food Commissioner, who is extremely loyal to the State and to the laws he is given to enforce, is reported as admitting that the law ought to be amended. So is the Legislative Commission appointed by the Governor to examine into the workings of the act.

The sense of any amendment which are made to this law should be that no arbitrary time limit can be put on any stored food, because such a limit invariably excludes food that is perfectly good and again admits food that is absolutely bad. The only safe criterion is the condition of the food when it comes out of storage. If it is good, what difference though it has been in storage years? If it is bad, what difference though it has been in storage only a month?

Of course the prohibition against selling any storage food for free should not be disturbed.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Wants to Buy Store Equipment.

Greenwood, Del., Nov. 5, 1914.

To the Editor.

Dear Sir:—I am going into a larger store and want to buy several things in the way of fixtures, cases, scales, register, safe and many other small things. Would like to buy some of the things, though second-handed. If you can help me along in this line will you please do so?

Yours truly,
W. E. JONES.

Correspond with H. F. Heacock, 51 N. Second street, Philadelphia, or put in advertisement in our "Exchange" or Want Departments."

Another Scheme.

Berwick, Pa., Nov. 5, 1914.

To the Editor.

Dear Sir:—As a subscriber, would thank you for any information you can give me in regards to the Crown Gasoline and Oil Co. of Pittsburg. Their plan is to sell stock at \$100 a share and

give you 100 gallons gasoline every year for the next ten years, you only to pay the transportation charges, which are about 2 cents per gallon. Also say that last year they paid $4\frac{1}{2}$ per cent. dividend. Kindly advise if this is a good investment or not, in your judgment.

Yours truly,
A SUBSCRIBER.

The Crown Gasoline and Oil Co. has a fair mercantile rating, but that does not make the writer think any better of its scheme. It looks fantastic to begin with, and it consists practically all of promise—what they are going to do for the next ten years, *after* they have your \$100.

Here are four points which would lead the writer to turn the scheme down instantly if it was offered to him:—

1.—You could never count on the quality of this gasoline. Bad gasoline is worse than none. How could you be sure that the gasoline which this concern is to ship you for ten years

was going to be of a quality or which you could compete with other gasoline? Also, that all this ten years gasoline will comply with legal tests?

2.—If the concern failed of course your shipments of free gasoline would instantly stop.

3.—One hundred gallons at the current price of 13 cents is equivalent to \$13 per year or 13 per cent. on the investment. If they are declaring in addition $4\frac{1}{2}$ per cent. dividends, the total disbursements are $17\frac{1}{2}$ per cent. We believe that no small gasoline company, forced to compete with the Standard Oil Co., is making any such profits to-day.

4.—It is foolish to invest any money in a small concern which has to compete with the Standard Oil Co. The latter concern, without going out of its way or violating any law, could destroy it almost over night.

We should never put money into any scheme that had so little tangible security to it as this.

A Good Stock-Taking Machine.

Atco, Bartow County, Ga.,

Nov. 2, 1914.

To the Editor.

Dear Sir:—Having noted an inquiry in your issue of November 2d from F. A. Crabtree, Bland, Va., about a stock taking machine and your answer, please allow us space to say that we are using a machine made by A. E. Putnam, of Milan, Mich., which only cost about \$10, which we have used several years with entire satisfaction, and which we are glad to recommend, not because we

have any interest in the instrument, but because it is a good thing and we like to pass a good thing along.

We feel sure that Mr. Crabtree would appreciate this suggestion, and according to our memory, this machine can be tried out, without cost, and if not satisfactory returned.

Yours truly,
ATCO STORES CO.

Parties Selling Gas Tanks for Auto Trucks.

Bloomsburg, Pa., Nov. 2, 1914.

To the Editor.

Dear Sir:—Will you kindly give us the names of parties selling gas tanks for auto trucks?

Yours truly,
THE LEADER STORE CO., LTD.

If you mean gas tanks for light, the Prest-o-lite tank is considered the best. All supply houses sell it.

An Insurance Scheme.

—, Pa., October 31, 1914.

To the Editor.

Dear Sir:—Can you give us any information in regard to the Keystone Underwriters' Co., 328 Chestnut street, Philadelphia, Mr. W. A. Moore, president? Mr. Moore was here to see us, both in regard to selling stock and insurance. He claims he can save us 10 per cent. on our insurance and still give us the same companies we now have. Is their stock any good?

Yours truly,
C. S. P.

We have not been able to learn much about the Keystone Underwriters' Co.; evidently it is a new scheme. The statement made by its president, however,

The Cox Gelatine Co. ask their customers to co-operate with them in aiding the

RED  CROSS

By Special Permission

THROUGHOUT the civilized world people are pouring out money, labor, personal sacrifices, and even their lives, in the cause of the Red Cross. The work is non-partisan, non-sectarian, absolutely neutral, and merits the hearty support of every American. In order that we may make a substantial contribution to the Red Cross, and give every American woman an opportunity to share in the gift, we are advertising in the leading women's magazines the following offer:



Cut out the yellow label

Every yellow label appearing on the front of a package of Cox's Gelatine will be redeemed if presented before February 1, 1915, for 1 cent in cash, to be paid to the Red Cross. All labels are to be sent to the headquarters of the National Housewives' League in New York, who will send them to us each week and receive our check in return, payable to the Red Cross.

Grocers can help by passing the word to their customers. With proper co-operation a fund of several thousand dollars will be realized.

THE COX GELATINE CO.
100 Hudson Street, New York

that it can save this correspondent 10 per cent. and still give him insurance in the same companies he has now, is not particularly reassuring, for the only way he can do that is to have somebody rebate, which is against the law.

We should buy no stock in any new insurance company, for it is next to impossible to-day for new insurance companies, with limited capital, to gain any foothold against the large companies. Buyers of insurance want solidity, which they never feel they are sure of getting with a new company.

As to a Collection Agency.

Curwensville, Pa., Nov. 2, 1914.
To the Editor.

Dear Sir:—Please advise me as to the ability and honesty of the International Law and Collection Co., of Dayton, Ohio, in collecting accounts for merchants, and oblige,

Yours truly,
GEO. W. LAING.

This is a typical collecting agency, which handles its business, so far as we know, about like other collection agencies. We advise not patronizing any collection agency.

The United Grocers' Corporation.

Adamstown, Pa., Nov. 3, 1914.
To the Editor.

Dear Sir:—What is the United Grocers' Corporation that advertises in your last issue?

Yours truly,
H. F. SNADER & Co.

It is a corporation organized, we believe, under the laws of Delaware. Its plans and purposes can best be learned by reading a copy of its booklet, which it offers to send free.

To Buy Smoked Fish.

Nanticoke, Pa., October 28, 1914.
To the Editor.

Dear Sir:—Can you give me the name of a fish merchant who sells smoked fish and fresh bloaters? E. S. Williamson, 4852 Tacony street, sells such goods, but a party in this town sells his goods and he (Williamson) will not sell to any other merchant.

Will appreciate the favor if you can give me the address of some other firm in the same line of business.

Thanking you in advance, I am,

Yours truly,
BRINTON JACKSON.

For smoked fish, Bernhard Ernst Bros., 2920 N. Sixth street, Philadelphia.

For fresh bloaters, E. P. Timmons, Water and Dock streets, Philadelphia.

Who Wants Representation in Minnesota?

Minneapolis, Minn., October 28, 1914.
To the Editor.

Dear Sir:—I am in a position where I can devote some time in representing some Eastern firm in a way to connect me with the grocery trade. I would like to know of some good firm wanting a Western representative.

Yours truly,

A. PEARSON.
Care Nelson & Pearson, 911 Twentieth avenue.

Florida oranges are coming North, but the quality is poor and green; \$2.75 is top.

When Mail Order Houses Ask Retailers For Credit Ratings

A Case in Point in Which a Pittsburg (Pa.) Mail Order House Asked an Oklahoma Merchant for a Rating on One of His Customers. The Form Used and Some Remarks About it.

A valued subscriber of this paper from Oklahoma sends in some matter which again brings up the question of the mail-order houses worrying retail merchants for a credit report on various customers of those merchants who have applied to the mail-order houses for credit. At once the mail-order house writes for the name of the applicant's local merchant, and when it gets it writes for a credit report.

The Oklahoma correspondent sends in a communication from "Spear & Co.," a mail-order house-furnishing house of Pittsburg, Pa. The form that Spear & Co. use is reproduced below:—



Signature
In your reply
Please mention No.

Mr. T. C. Hamm,
Bigheart, Okla.

Gentlemen:

The party whose name appears below has applied to us to open a charge account for merchandise, and has referred us to you for reference. If you will kindly consult your records and advise us highest credit extended, and whether or not payments were made satisfactorily, answering the questions below, we will appreciate it very much. This information is desired for our exclusive use. If requested at any time we will be pleased to furnish you with any information concerning the credit standing of our customers. If agreeable, kindly favor us with an immediate report.

Very truly yours,

SPEAR & COMPANY.

Name.....Wm. & Mary Poland.....
Present Address...Bigheart, Okla.....
Former Address....Topeka, Kans.....
Amt. of Credit asked \$90.00.....
What is the highest credit you have extended \$.....
Were payments satisfactory?.....
Do you consider the account satisfactory?.....
Present indebtedness?.....

Dict. J.V.-216
Department 11

15

PLEASE USE THE BACK OF THIS SHEET FOR YOUR REPLY

The above is typical of thousands of inquiries which are constantly being sent to retail dealers by the mail-order houses. Some of them fail even to enclose a stamp. The retail dealer must stop in his work

and painstakingly fill up all the blanks, and his exasperation in having to do this is increased by the realization that the whole thing means at least partial loss of a customer. This correspondent states that his local banker also gets requests for credit reports on local people, and charges 25 cents each. This, he suggests, the retail dealer might well ask also.

There is no obligation resting on a retail dealer to communicate credit information to a mail-order house, and the "Modern Merchant and Grocery World" recommends that no attention be paid to the inquiries in the average case. Some-

A certain Western retailer boasts that he never answers any of these inquiries except where they relate to a dead beat, utterly worthless and irresponsible. In all those cases he gives the prospective customer a beautiful send-off, and then hopes that the mail-order house will ship him a lot of goods and get stuck. This of course is highly reprehensible and even criminal.

Pennsylvania Organization Notes.

The recently formed association at Nanticoke is making splendid progress. It now numbers 30 members. Regular meetings are held weekly. The members are interested and many trade evils have already been corrected. President J. W. Daly and Secretary Rees are working hard.

The Pittsburg association is making progress. This association has sent to each candidate for the Legislature asking an expression of their intention (if elected) on the garnishee act, the bill to abolish mercantile taxes and a bill to abolish trading stamps. Favorable answers have been received from almost all the candidates.

Merchants of Wellsboro have decided to organize and have taken up the matter with the organizer.

The following associations have recently affiliated with the State association: Catawissa, Sewickley, Ambridge, Beaver Falls, Elwood City, Farrel, Woodlawn and Greenville. Four associations were organized during the past week.

The merchants of Beaver Falls met on October 27th and organized an association. About 40 handed in their names. By-laws were adopted and a committee appointed to secure a secretary to devote his spare time to the association. Addresses were made by I. L. Smith and Organizer Smedley.

Beaver Falls is a prosperous town with wide-awake merchants. Several fruitless attempts have been made in the past to organize. It is expected that this will "stand."

The organizer addressed the merchants of Verona and Oakmont on October 28th. C. A. Bell, secretary of the Pittsburg association

E. C. Thompson, of Pittsburg, accompanied the organizer and made brief talks. A progressive movement is about to be organized in this association.

The organizer addressed the merchants of Brownsville on October 14th. There was a good attendance and considerable interest manifested in organization. The association has been lagging behind for some time past. At the meeting the merchants decided to put on steam, hire a secretary and make a useful organization.

On October 29th we visited the Ambridge association in an effort to have this organization affiliate with the State association. This matter will be decided at the next meeting. The Ambridge merchants have a fair association but it could be more progressive.

Mr. Sherrard Ewing, secretary of the Reading Chamber of Commerce, recently addressed the Pottsville Merchants' Association on City Building."

Next week Mr. Smedley will visit Carbondale, Scranton, Tunkhannock and Sayre.

Beating the Itinerant Jewelry Scheme.

Chicago Concern Loses Suit Against Pennsylvania Retailer Because it Neglected to Register as a Foreign Corporation Before It Did Business Within the State.

Readers hereof have been warned against the schemes of certain wholesale jewelry concerns, usually from the West, who send salesmen through the rural districts to sell blocks of jewelry to retailers of all classes. They have sold jewelry to grocers and they have sold it to shoe dealers. The argument is that a case of jewelry takes up no room, and the people who are constantly coming to the store are attracted by it and buy. If by the end of a certain time any remains unsold, it can be returned and a credit given for the full amount. These concerns always take the retailer's notes, which they promptly transfer to somebody else, who pays the retailer when they are due and collects. This he can do under the law even though the retailer could have a perfectly good defense if the jewelry concern tried to collect the note.



Made from Corn

ARGO
Starch

KINGSFORD'S
Corn Starch

KARO
Syrup

And Now **MAZOLA** The Superior Salad Oil

Pressed from Indian corn and refined. Another pure corn product which is a money saver for every housewife and therefore

A MONEY MAKER FOR YOU

Mazola not only makes delicious, appetizing salads and sauces but it is more wholesome and economical than Butter, Lard or any substitute for shortening and deep fat frying. It meets every household requirement.

Why not make the most out of your oil trade? You'll sell more Mazola than you have ever sold of any other oil because everybody likes the taste and can afford to buy and use it.

Trial size, glass bottles, 5½ ounces net weight, also packed in 2-lb. and 8-lb. tins.

**Corn Products Refining Company
NEW YORK**



SAY TO CUSTOMERS

"MAZOLA is better than butter or fat for frying because it can be heated to a high temperature without burning."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

A Pennsylvania retail shoe dealer has beaten one of these jewelry concerns rather neatly. It was the "Commercial Jewelry Co." of Chicago, and it sent a salesman to call on Andrew Schatz, a retail shoe dealer of Danville, Pa. The salesman induced the shoe man to buy the jewelry, which was duly shipped.

Schatz refused to pay for it and the jewelry concern sued him. He defended on the ground that the Commercial Jewelry Co. was a foreign corporation which had not registered so as to do business in Pennsylvania, and therefore it could not collect on its contracts. The court held the point well taken and dismissed the suit.

Hardware—Tools—Specialties

Sales via the Wholesalers' Catalogue.

An average stock of miscellaneous hardware, such as the general storekeeper would keep on hand, is a good line, providing efforts are made in the right way and direction to keep it moving. Goods will not sell themselves, excepting in a moderate and generally unsatisfactory manner. Merchants, in order to circumvent the retail mail order house or meet keen competition, are inclined to favor the wholesalers' catalogue method. The plan is sometimes described as the syndicate catalogue enterprises. Often those catalogues list merchandise other than that usually handled by a retailer of hardware, although the latter has been advised to stock anything and everything—from ice cream freezers, nails, cutlery, etc., to millinery—if it sells. It is good judgment for a small town merchant to offer what is recognized as the legitimate lines rather than deal in fancy articles.

When a retailer sells through a wholesalers' catalogue it may prove successful or otherwise, according to the methods followed. The dealer figures on furnishing his customers with catalogues, accept cash orders and ship from the wholesaler's stock direct. This rake-off is a discount, generally a small one, and unless the aggregate of sales is of some account, not worth while bothering with. Where this question has come up for discussion at the association meetings, merchants who have given these schemes a try-out said they could not recommend them and were not worth bothering with. The wholesalers have a different line of argument, and when the merchant is dealt with fairly on a guaranteed price basis, the proposition works out successfully.

Preparing for Active Lawn Mower Season.

Lawn mower manufacturers are in their preparatory season. The road travelers are out and sales-managers are putting through the press their new catalogues, some of which will be notable productions in several ways. Every manufacturer of a mower with any pretensions to merit is of the belief the coming season will be the best on record. Orders either booked or being figured upon by national distributors and jobbers is the basis of this prediction, the European uprising and mas-

sacreing to the contrary notwithstanding. The publicity already in evidence strikes a new and convincing note, of which the following is a sample in dealer distribution: "Tell your customers how they can be happy though mowing the lawn. The real shearing action of the crucible tool steel, oil hardened and water tempered blades (every blade) reduces labor almost to the point of recreation." More effective efforts than ever will be made to reduce the harm done dealers by the retail mail-order houses in their offerings of inferior mowers at bargain prices. The aid of general merchants is being sought in the accomplishment of this purpose by the distribution of informing literature in their respective communities.

Instructions for Applying Ready-Mixed Paints. What the Dealer Should Know.

Up until the "snow flies" is always a good paint selling season, which the storekeeper should improve and make the most of. Granting the stock is selected—it will need replenishing right along, of course—to a customer desiring information how to apply paint the following will not be amiss: The correct application of paint is second only to the quality of the paint itself. The best paint, poorly applied, will not always insure satisfaction; whereas poor paint, regardless of how well applied, is never satisfactory. In the first place, so far as the paint itself goes, the colors should be clear, bright and permanent. Then it should be so made as to be absolutely impervious to moisture and dampness.

Stir the paint thoroughly before and after adding thinners, if that is necessary or desirable. Always empty the paint from the original package into a larger one, to be sure the pigments are thoroughly mixed with the thinners so the consistency of the paint is uniform throughout. Add required thinners slowly, a little at a time, and stir constantly until the whole mass is the same. Raw linseed oil permits of more thorough brushing out and produces a more elastic and durable coating. Proper driers are incorporated in all standard ready mixed paints, therefore never add more. Use a long bristle oval or wall brush and work the paint well into the

wood. Priming coats on new work should satisfy fully the absorption of the wood. Do not try to hide the grain or color of the wood, unless so desired, by piling on the paint. Three thin coats are infinitely better than two heavy coats.

When a third coat is to follow add just enough turpentine to the coat to reduce the surface gloss. Glossy finishing coats do not adhere well to glossy undercoats. For the last or finishing coat, whether two or three coat work is done, apply the paint just as it comes in the packages. If it should be a trifle heavy add a very little pure raw linseed oil and nothing else. Be sure each coat is thoroughly dry and hard before the next coat is applied. At least forty-eight hours should elapse between each coat. Do not paint during damp, muggy, unsettled or threatening weather, during or soon after a storm; before the sun has dried up heavy dews in the morning or while plaster on the inside of a house is drying out. Be sure the surface to be painted is thoroughly dry. Apply a coat of shellac varnish over all knots, sappy or pitchy spots or streaks, and let it dry hard before paint is applied. Putty up nail holes, cracks and crevices before the priming coat is applied and dried.

Buying Hardware to Advantage. Hodge-Podge Stocks to be Avoided.

Excellent advice and many suggestions are offered by Murray Sargent, of the well known firm of Sargent & Co., in a paper entitled "Analysis and Concentration in Buying," of which the following are salient excerpts: The desire to jump for an attractive price should not lead the buyer of hardware to fail to analyze his purchases from another than price standpoint, remarks Mr. Sargent. "In my various journeys throughout the United States, in which I have visited several thousand stores—hardware and general stores carrying a hardware stock—I have observed that there are certain unwritten rules of buying, all of which some successful dealers and some of which some successful retailers follow."

For example it is evident that where a merchant is handling so many hundreds of items as an adequate hardware stock is supposed to contain, he must, to get the best results, focus his attention on items which run into money. If he endeavors to push a certain type of carpet tack, when another is in demand, he may lose more time than the effort is worth. Items of tools and builders' hardware, which are in themselves comparatively high-priced, may be demonstrated to advantage. It is on the general line of shelf hardware that the theory of concentration may be well put into practice. Do not mix the stock. Select a manufacturer's or wholesaler's line which seems the most complete of the grade wanted. If the merchant finds that a certain manufacturer or wholesaler makes or has in stock a wider variety of items than any other also that the product is well packed and the general quality of the

merchandise is equal or superior to others, then why not handle these goods?

It is to the advantage of a general merchant to have his stock uniform, especially if his salesmen or clerks can be educated to know the numbers of manufacturer or wholesaler. Some manufacturers have a system in their labels by which a certain color designates a certain finish. This is a small point, but it helps to facilitate in handling stock to know by a glance at the shelf what is the finish. Some retailers' stores resemble a patch-work quilt in the variety of manufacturers' boxes. They may not realize it, but their stock is actually worthless by a considerable percentage than it would be if uniform. In matching up for size and finishes it is important to avoid a hodge-podge, particularly on building hardware.

The customer buying good hardware is generally inclined to be particular and the impression on his mind when he finds the old brass sash fastener supplied of one color, the escutcheon or knobs another, and the cupboard turns a third, is not altogether a favorable one. The next time the customer will remember the mixture he bought and may say nothing, but is more likely to chaff the merchant about, or more likely yet go to a store that carries a straight line when he wants to buy good hardware. Before grasping at the 5 per cent. opportunity offered on a line the dealer should compare the one he has been buying to the lower priced goods. Perhaps it will be found that the higher priced merchandise is a better buy at 10 per cent. higher.

Sometimes an extra 5 per cent. does not look so big to the retailer if he figures up his total sales on the line to which it applies. How much in a year's time would 5 per cent. be on bright wire goods, namely screw eyes and screw hooks? For it takes an astonishing amount of them to run into any money, and consequently it could not be very much. This is the kind of line on which the price consideration is secondary; and so in other goods.

There are many grades and many prices in hardware, but the merchant will often find on comparison that the cheap goods look the part and the higher priced ones are quality merchandise.

Dry Goods Notions Knit Wear

Pre-Inventory Sales for General Merchants.

A custom which has become a fixture in different parts of the country is the pre-inventory or special sales of merchandise by manufacturers and jobbers for the exclusive benefit of retailers. In St. Louis the dates announced for

is event range from November 9th to 14th, and the houses participating in the sale include the following: Carleton Dry Goods Co., Curlee Clothing Co., Ly & Walker Dry Goods Co., Ferguson, McKinney Dry Goods Co., Gaier & Troh Millinery Co., Hargadine-McKittick Dry Goods Co., Herkert & Meisel Trunk Co., King-Brinsmade Mercantile Co., J. Kennard & Sons Carpet Co., Levis-Zukoski Mercantile Co., O. J. Lewis Mercantile Co., McElroy-Sloan Shoe Co., Rice-Stix Dry Goods Co., Rosenthal-Sloan Millinery Co., Hamilton-Brown Shoe Co. and the Brown Shoe Co. Merchants from the Middle and Southwest, principally from the small towns and rural communities, attend these sales in large numbers.

Buying Slow in Hosiery and Underwear. Unreliable Dyes Used in Cheap Stock.

Merchants are not at all eager in placing orders for hosiery and underwear. From the drift it was reported retailers in the Middle West were in the most amiable frame of mind and were buying steadily and liberally. The truth of the matter is they are acting as cautiously as other parts of the country. The financial situation is of weight, an authority declares, inasmuch as money is being held closely by the banks as well as by individuals; borrowing is expensive and securities of uncertain value. All this makes jobbers and retailers sail close to the wind with tight stocks and few commitments.

A demand for hosiery up to \$1 per dozen is noticeable, including both woolen and cotton goods. Low end Southern hosiery has receded to a low price level. The foreign dyestuff situation has ceased to bother manufacturers in that section, who have turned from aniline to logwood blacks, and are quoting on the basis of the latter. Reports say this fact permits the offering of a stocking at a low figure which is not only attractive to buyers, but that can be held by manufacturers for some time to come. In this logwood dye statement it is perhaps well to remind merchants that the use of such material is a reminder of other days, when blacks turned green and other undesirable shades, much to the disappointment, profanely expressed, of the consumer. It is apropos to quote W. Evan Chipman, of the Chipman Knitting Mills, who wrote the "Modern Merchant and Grocery World" on the same subject as follows:—

While vegetable dyes, that are not absolutely fast, may be used on some lines of goods, on hosiery it is absolutely necessary to have colors that will not crack, or, in other words, rub off.

The buying of underwear by merchants and jobbers is slower than for a long time. The mild weather accounts for this to some extent, and probably a turn for the better may now be looked for. At least general storekeepers should not neglect purchasing their customary stocks, as the tendency is toward higher prices for several reasons familiar to the observant. It is urged that the spring opening for underwear should not take place until January,

when the price for raw material will be a fixture and quotations made accordingly. Retailers have not given a great deal of information, also as to their "carry-over," and this is likewise a factor in the present quiet market, and accounts for the prevalent indifference.

Revision Downward in Carpets and Rugs.

A great many general stores carry sizable and diversified stocks of carpets and rugs in keeping with the call on their resources and enterprise in handling these goods. Prices have recently been revised downward in floor coverings, including velvets, Wiltons, Axminsters, ingrains and granites. This development is not in accord with the views of some manufacturers, who naturally are opposed to any revision of prices, excepting upward. A well-known carpet and rug maker last week said: "I do not believe a cut in selling figures will stimulate buying by the retail merchant. At any rate, the effect will not be felt in the home. We manufacturers do not have the backbone of the retailers, who hold out for prices that leave a fair margin of profit, and get them. We will not sell a yard more, and the housekeeper will not pay a cent less. In other words, the merchants realize on the cuts, and probably it is right in the long run."

Differences in Underwear Scales Causes Trouble.

Apparently there is a difference in the underwear scale as between that adopted by the jobbers or Knit Goods Association, published in the "Modern Merchant and Grocery World" a few weeks ago, and that known as the Economist standard sizes. A member of the National Association of Hosiery and Underwear Manufacturers' Association contrasts the two, and remarking on the variations, says: "We are thoroughly convinced that the Economist is the correct standard, as it covers buyers from the best retail stores in the country, who really are the most particular buyers. We think this would be a good matter for the association to go into, and try to eliminate these different standards, as they cause considerable trouble. In a case which we have in hand we made our merchandise according to the Economist sizes, while the jobber happens to have a jobbers' standard, and of course they do not agree." Merchants in the small towns are very much interested, also, as to the most correct scale to be guided by in placing orders and making selections.

The Flexible Contract and Cancellations.

If jobbers and wholesalers complain—and properly—of the over-indulgence of the returned goods practice on the part of merchants, it appears manufacturers are now objecting strongly against the so-called "flexible contract" as employed by the former in cancellations. Of this the "Knit Goods Bulletin" says:—

Cancellation of an order placed with a manufacturer is nothing

short of repudiation of a contract. It is an evil that has been so freely indulged, that, among some buyers, it has become part of the unwritten business law. It is a self-assumed prerogative that never was contemplated by either buyer or seller, and in the disturbed condition of business, antedating the European war by many months, has been resorted to with so much freedom as to imperil the seller and arouse suspicion as to the buyer's good intentions.

The cancellation evil is attracting more attention, probably than at any time in the past, and the attitude of manufacturers seems to warrant the prediction that it soon will be relegated to the junk heap of overworked and abused privileges. Tolerance has been stretched to the limit, and the sooner the issue be met squarely and forever disposed of, the better will it be for trade in manufactured goods. It has been held by some astute financiers and commercial men that an order to cancel is tantamount to an acknowledgment of inability to pay. Without adopting this harsh view, we may be permitted to suggest that it isn't fair.

As in returned goods, when they are shipped back without justification, there is only one way to check the cancellation abomination—enforce any contract

between buyer and seller, remarks the same authority. In merchandising honor is at stake. That forfeited, credit goes with the sacrifice.

Cottons at Lower Figures. Retailers Waiting for Bottom Prices.

For fine fancy printed cottons for next season the demand is still of a relatively satisfactory character. The white goods buying by merchants is also very satisfactory. The attention that is being given to the booming of the use of cotton goods for dress wear is helping retailers to move the fancy and novelty merchandise that has been on their shelves for some time. It is also true that many fine staples in cotton dress goods are receiving more attention at retail counters. Domestic houses in the primary market handling the best-known brands of prints and white goods are doing a better business than concerns selling the less well-known lines. Buyers of all goods seem disposed to commit themselves in the strongest way on merchandise that is best known in quality to the public. Fine class staples are being favored by dealers from the small towns, a really new departure in its way, here—



You Can Increase Your Sales and Profits

You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

DICKINSON'S

Package POP CORN



The very mention or sight of Popcorn "makes your mouth water" doesn't it?

Your customers see the nicely colored package, or your clerk mentions it — ZIP — the sale is made.

Dickinson's Package Popcorn is the "little automatic salesman" — it sells butter, salt, sugar, honey, etc. All of these things are used with Popcorn.

Tell your jobber to send a trial case. Let the "little automatic salesman" work for you.

THE ALBERT DICKINSON COMPANY
WHOLESALE SEED MERCHANTS - CHICAGO

Packers of SANTA CLAUS — the nickel package. GLOBE shelled or ear corn in bulk.

tofore the lower or medium grade being preferred, but now a better kind is in demand. A very wide range of goods is being bought, and the only common characteristic of merchandise now is its tendency to sheerness and fineness.

Lower prices are being named on towels and quilts for future delivery. There has been an increase in the desire of buyers to place orders for goods of this class where revision was made. This is particularly true when lower quotations are named for the best standard lines. This tendency of the market was foreshadowed in this department of the "Modern Merchant and Grocery World" right along for some time past. In fact, so far as cottons are concerned, the disposition to delay the placing of orders is attributed largely to the extensive publicity which has been given to the decline in raw material, putting every jobber and retailer from Maine to California in a frame of mind where he is looking for lower prices, and holding off until he is sure the bottom of the market is reached.

Laces, Linens and White Goods Selling.

Not much enthusiasm is noted in the Middle West, as viewed by Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, who say: "Retailers have been busier this week as a result of cooler weather, but wholesale business has not had time to respond to any great extent. The effects are being noticed somewhat in the volume of daily shipments. Wholesale business is showing good volume in such lines as laces, linens and white goods. The many uses to which printed drapery materials can be put in making home beautifying accessories suitable for holiday gifts is increasing the sale of this class of goods. Novelties in ready-to-wear neckwear and costume adornments are adding interest to retail selling."

Why the Jobber is Essential as a Distributor. Result of Prize Contest.

Some time ago the National Wholesale Dry Goods Association, whose membership includes leading firms in all parts of the country, offered a series of prizes for the best article or essay on the "Value of the Wholesaler of Dry Goods as a Distributor, and Reasons Why He Is Essential." At the time when the contest was instituted considerable criticism of the jobber and his methods was heard. It was in his defense that the awards were to be made. The association also desired the co-operation of the salesmen and department men connected with establishments of the members. The final result is announced as follows: First Prize—W. C. Alward, with Carson, Pirie, Scott & Co., Chicago; Second—Frank N. Culver, with Edson, Moore & Co., Detroit, Mich.; Third—Bentley P. Neff, with F. A. Patrick & Co., Duluth, Minn.

Honorable mention was accorded eight others, as they were of a very high degree of excellence and were seriously considered by the judges for a

place among the prize winners. Among the latter was the paper submitted by Geo. A. Weinman, advertising manager of Lord & Taylor's wholesale department, New York, whose reputation has been established by the "Onyx" trademark. As it is brief and to the point, the full text is used herewith, as follows:—

The present status of the jobber is as a "guardian angel" for the manufacturer on one side and the retail dealer on the other. He often finances the first and is a bulwark of strength to the second, providing him with carefully selected and complete ranges of standard products assembled under one roof, facilitating the selection and conserving the time and money of the dealer. He is a depository of complaints and kicks, an adjuster of more or less reasonable claims. He accepts calmly the unloading of surplus stocks, comes to the rescue when special offerings are in demand, helping the dealer at critical moments, and is at all times a friend to the retail dealer in prosperity or distress.

The trade could not exist without the jobber. Consider for a moment the elimination of the middle man and the placing of dependence on the manufacturer, very frequently the maker of only a single product of limited range, not an assembler of complete classified lines, such as the jobber presents.

Think of the dealer going from one manufacturer to another and picking up a line here and there until a range were finally completed. Think of the waste of time. Think of the irregularity, lack of stand-

ardization, the added cost. Think of the manufacturer illy equipped to cope with retail conditions. Where would he be on the claim question, the return goods question, the time extensions, the advertising assistance, the interest charges for carrying stock, the demand for donations and the thousand and one annoyances which are to-day contingents inevitably following in the wake of his daily business experience with the retail trade?

Just as people go to a central depot to take a train to a given point, so the jobber gathers his wares for the dealer—standardizing, elevating and advancing all in his efforts to help all. Manufacturers have been led to believe by interests seeking their own selfish ends to go out and sell direct to the dealer, to kill the middle man, would result in great benefits in reduced costs and larger profits. This is the big argument advanced, an utterly impossible accomplishment. The manufacturer not being equipped to handle dealer conditions would find, on account of the reasons above stated, that he could not afford to sell profitably to dealers without advancing the cost.

Jobbers carry stocks for dealers, finance them, thus giving them a chance for a big "turn-over." Interest accounts are expensive, as many a manufacturer has found out to his cost. There is a big difference in having a jobber advance you money to keep you cheerful, and piling up a big reserve stock for the dealer's accommodation, subject to his many whims. The jobber or distributor has his pulse on the country's wants even the world over. He finds the market. The information given to the man-

ufacturer is invaluable in defining his production, his output finding its best outlet through the jobber.

The jobber, or middle man, or distributor, whatever you please to call him, exercises his best ability in the assembling of his wares. He eliminates whatever is unworthy until his stock represents the best efforts of the manufacturer. His establishment is a college from which any buyer could graduate, as every article represented has its place because it is worthy of it.

The middle man or jobber becomes an expert, and he is well qualified to give expert advice which if followed by the retail dealer's representative, invariably leads to success. The middleman or jobber is a concentrator, and concentration eliminates expense, reduces cost, aids business by making selling easier and in the end is influential in elevating the standards.

The injection of the manufacturer who only represents a limited line into the direct field of selling to the retail dealer invites a hazardous and expensive competition. Anxious to get his part of the business, he will give price inducements to influence the business, thus starting a ruinous competition, which finally ends in the debasing of the standards and lessening the profits of all.

Of the retailer, or general merchant Mr. Alward, the high prize man, this to say: "The retailer is becoming an expert in things pertaining to business, such as knowing what to select from the wholesaler's stocks as being especially suited to his patrons' ideas, in methods of accounting, advertising, window trimming and general store management. The knowledge, experience and incentives of the big department stores have been finding their way into the smaller towns. The retail merchant is a bigger man in every way and a better risk. The wholesaler has helped in his education. He needs the jobber quite as much as the jobber needs him."

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Boots Shoes Findings

Chain Stores in the Shoe Trade Methods Merit Study at Times

Perhaps other lines are more prone to chain stores than the retail shoe business. In some branches of trade the influence is baleful, to say the least, from their large number and questionable methods. Shoe manufacturers are not strongly inclined to this way of merchandising, and the chain store, and simple in a large way is represented by the following concerns: George Keith Co. (Walkover), 11 stores, with a capital of \$6,000,000; Regal Shoe Co., 47 stores, with a capital of \$5,000,000, and the W. L. Douglas Shoe Co., capitalized at \$2,500,000. A number of manufacturers sell to only one store in a place, while others get around the point by marketing the different brands of the same shoe. A few small chain stores also exist, but not enough

em to cut much of a figure. The gains mentioned are all in the large cities, where the manufacturer has found it difficult to market his product on account of the opposition of the regular dealers.

Broadly speaking, the success of chain stores depends on adequate capital. Good methods and experienced store managers. Next to the capital the effect of the chain does not become appreciable until profit turning plans are perfected and dependable managers developed. The essentials are also necessary in the conduct of every successful store, whether devoted exclusively to shoes or the stock is part of a general merchant's establishment. It may therefore be said that storekeepers who neglect the handling of their shoe stock not only lose the mark in the way of a profit turning proposition might study the methods of the chain store to advantage without indulging in unbridled condemnation of this system of marketing shoes.

Repair Outfit a Marginal Investment.

A merchant with a shoe annex, as has been made clear before in this department, can install a repair outfit with profit to himself and convenient service to his trade. A shoe repair kit may be obtained from either the manufacturer of these specialties or the shoe findings house. From the latter can also be obtained soles, heels, etc., already cut or ready use into any desired shape, width, thickness or grade. Of such a department an expert says:—

Enterprising shoe dealers all over the country are now installing special repair machinery as a part of their regular business and investigations demonstrate that in almost every case a department of this kind proves very profitable for the merchant, not only because of direct money profits, but also because it brings into his store and gets him acquainted with a great many people whom he otherwise might never have met.

In many of the smaller towns, shoe dealers have combined to support a repair shop and divide the profits. Still other shoe men buy the machinery themselves and put in departments in the rear of their stores. Big city retailers have their own special shoe repairing machinery and seem able to keep it employed right along. Such a department as this represents an investment of only about \$500 in machinery and the fact that more leather is used than by ordinary cobblers give the dealers a better credit basis when replenishing supplies of leather.

The present higher prices of leather has given an extraordinary impetus to the shoe repairing business, because people are nowadays more reluctant to throw away shoes which show signs of wear when they have to pay anywhere from \$4 to \$7 per pair for them. People to-day are taking shoes to be repaired and resoled who rarely before did so and they certainly would be particularly interested in any regular shoe store maintaining a repair department.

Then there is another point in favor of installing special machinery of this kind. It would simplify the problem of customers' complaints when they return shoes which have not properly stood the test of wear. There should be no difficulty at all

for the shoe dealers operating a repair machine to compete with the most firmly established cobbling shops of his town, primarily because modern repair methods assure the preservation of the shape of the shoe and unquestionably prolong its life for the wearer.

Use of Infringing Shoe Brands Enjoined.

A final decree was recently entered in the United States District Court, Southern District of Ohio, restraining the Maris-Kiley Co., Cincinnati, from using the trade-marks "Mac-Ki" and "M. & K." on shoes. Suit was brought by the Macdonald & Kiley Co., of the same place, who had been manufacturing and marketing shoes under these brands for some years. In 1910 William M. Kiley, who was an officer of the plaintiff concern, severed his connection and has since been an official of the Maris-Kiley Co., who were charged with using the mark "Mac-Ki" and similar brands on their shoe products.

In its decision the court found that the plaintiffs' trade-mark had been colorably imitated and therefore the defendants had been guilty of unfair competition and would be enjoined from further employing the trade-marks "Ma-

Ki" or "Maki" or any similar combination in connection with the manufacture, sale or advertising of men's shoes. The injunction specifically stated that the defendants were not lessened or abridged in the use of their own individual names or corporate title in the same connection.

White Shoes for Men Coming Sellers.

With the winter season still before them, manufacturers and retailers are already figuring on next summer's style tendencies. The winter deliveries are about closing up and the factories are already looking over the designs for the spring. The retail trade looks for a craze for white shoes for men in the summer of 1915. While their lower price may be a factor, dealers believe the greater demand will be due to style. A prominent merchant in the line said: "Men follow women in shoe styles. After women wore cloth tops a season or two men took to them. Women have popularized white shoes and now men feel they must have them."

These remarks, a manufacturer observed, must be taken with reservations. Women's models not infrequently follow

those of men, as near as natural differences will permit. For example, the low, flat heels on all kinds of footwear were originally an exclusively man's property, but the spring, summer and even fall wear for women adopted that heel in all but dress patterns. Coming back to white shoes, I may say the higher classes of white shoes will be buck, retailing at \$6 to \$6.50; new buck, a split leather, at \$4.50 to \$5.50, and canvas, at \$3 to \$4 a pair.

At these prices canvas shoes will cost about one-half as much as good calfskin; and for this reason alone will be among the best sellers. Leather continues to soar in price, and by spring calf and kid shoes may be higher than at present. Economy may, therefore, in a measure, rather than style, contribute largely to the coming popularity of white shoes for men.

Increase in Sale and Output of Shoes.

Evidently the shoe business has not been affected as much as other lines. Retailers have reported no curtailment in their sales and manufacturers advise an increase quite remarkable in the output. A. H. Montague, advertising manager of the Hamilton-Brown Shoe Co., when requested for an opinion on the current status, said:—

Our salesmen left for their fall trips August 15th, and for the two weeks in August and the entire month of September our future orders have been something over 25,000 dozen gain over the previous period of 1913. The leather market has been advancing for a number of years, and the war has only added to this advance; and merchants in placing their future orders knew they were running no risk in doing this, for, regardless of war in Europe, people would continue to wear shoes.

So far we have given our salesmen no increase in prices, and this has, of course, been one of the major reasons for our increase in business. We are receiving many letters every day from merchants who originally countermanded their orders or asked us to hold them for a short while, requesting us to ship the shoes as quickly as possible, as it seems people are buying shoes before they are buying anything else.

We have endeavored at all times strongly to impress on the minds of our representatives to talk business in place of war and to try to convince the merchants that business will go on just the same, war or no war. Frankly, this policy has brought splendid results.

Fancy Footwear and Handsome Hosiery. Profitable Lines.

So many fancy shoes are being displayed by dealers that dainty hosiery to match is in order. From what road salesmen report, goods of this description are not confined to the shops of the large cities, but are to be found in the stores of the small towns. For example, to match the gold colored shoes there are some very lovely and daintily pale gold silk stockings. They are embroidered over the instep, generally in a long diamond shaped pattern made of sprays of flowers. One design has wheat done in pale gold silk, mixed

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Qualify for a Better Job.—Most of us fill the very job that we are mentally and physically capable of filling for the present. We may not all think so, we may fail to understand why it is that bright, hustling fellows like us are not selected to hold down some swell position.

They say the law of selection applies to mice and men, except in politics, and that "luck" generally comes to the chap who is ready for it.

"Ready for It."

That is the condition, and the only condition—being ready from the heart out.

I like the term wholesome dissatisfaction, and have referred to it often in "Straight Talks." It means that you are not to be satisfied with present conditions, but that state of mind must not in the least hinder you from doing your work thoroughly and heartily.

Any employer of broad observation will tell you that the more ambitious the clerk the better his service.

If you have made up your mind to remain a clerk the rest of your life, in all likelihood you will remain one. But in doing so you are putting a limit on your ability to rise and your work hasn't that vigor and snap that is created by holding ever to the certainty of a brighter future.

Qualify for this future. Do you know what the first condition of this qualification is? It is doing your work more thoroughly, more conscientiously each day than the day before. It is mentally putting yourself in the boss's place and asking yourself constantly how should I act in this particular case if I owned this business.

That's ideal service and ideal service is qualifying.

The minor points follow, and this consists in knowing your business. The food business is a big field for study. None of us have reached the point in this field where we can command a diploma that reads 100 per cent.

But you can undoubtedly learn something every day if you keep eyes and ears receptive.

You can learn values, grades, market conditions, causes of advance and decline, where goods come from, how they're prepared, etc.

The more you try to qualify the oftener your opportunity to do so will present itself.

A good, noble thing in which we desire to excel we find means of doing so constantly presenting themselves. Such is the law.

"Who does the best in his circumstances allows, Does well, acts nobly, angels could do no more."

with gold threads, part of the wheat pointing up and the rest down, so that the design forms an elongated triangle.

Another design has little star-shaped flowers, gold spangles, combined with padded silk embroideries. This is also a diamond shaped design. Still another has little, round, rose-like embroidered flowers, with elongated stems. The centers of the flowers are overlapping spangles. This dainty hosiery harmonizes

perfectly with the footwear, which is reflecting the metallic decorations of the gowns now in vogue. Other patterns of stockings for shoes to match are equally striking. Merchants are realizing that it is an excellent adjunct of the shoe department to carry hosiery in silk, lisle and more elaborate styles for both men, women and even children. The two lines fit in admirably and profitably.

for the same goods was from 40 to 42 cents per dozen.

Already it is claimed that the result of the election in this State, which the whole world knows now, has greatly improved business; especially is this said to be the case as to the dry goods business. The entire State of New York was carried by the Republican ticket, and this is supposed to reflect a general demand for the restoration of the protective tariff which the dry goods industry has always greatly depended upon for prosperity. So hopeful are the principal factors in the dry goods market here over this development that they are loosening up, and much more confidence is being felt and expressed both among manufacturers and selling agents since last Tuesday.

News has developed during the week that Norway is after large quantities of American apples. The usual large Norwegian apple crop is not available this year because of unfavorable growing conditions. There will be, according to reliable information, almost no Norwegian apples, and as a result Norway is

out for 25,000 barrels of our apples. The terms are cash on bills of lading. Apples imported into Norway must pay a tariff of \$1.46 per hundred pounds.

The advertising of beer as a food still continues and is arousing much interest. The points made in it are that beer contains a large amount of nourishment; that it is palatable and an aid to digestion; that it is a food which is very rapidly assimilated and sorbed into the circulation and provides a source of energy; and that it is produced under perfectly pure and wholesome conditions. Considerable money appears to be under the process of expenditure for this advertising, and a very keen comment was heard upon it during the week, namely, that it could hardly have any effect for the reason that a man who already likes beer would not need any instruction of this sort through advertising, and the man who does not like beer would certainly not be induced to drink through advertising of this or any other sort.

The trade was considerably aroused during the week by news

The New York Letter

Cause of High Prices of Eggs Shown at Investigation Into Mercantile Exchange. Election Helps Business Feeling. Norway Buying Our Apples. Enormous Foreign Demand for Our Wheat. Has Not Yet Affected Prices. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,

November 6, 1914.

At the investigation in this city into the alleged manipulation of the butter and egg market by the New York Mercantile Exchange, it was developed that one cause of the high prices of eggs in New York in September was that many Western farmers held back their shipments in the generous expectation that the war in Europe would enable them

to get one dollar a dozen. Still another factor was the stringent rules and regulations enforced by the local Board of Health. Some of the testimony taken in the investigation showed that there was a difference of from 13 to 15 cents per dozen between the prices paid by New York wholesale dealers to country shippers and the prices charged the public. Some country shippers testified that they received from 27 to 29 cents a dozen while it was shown that the retail selling price

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

that France had placed an embargo upon all shipments of 1914 walnuts. This would have had an immediate effect upon business of this country. Later in the week, however, cables were received that the embargo was practically lifted, and the business will proceed as before.

One of the features of business here has been the enormous demand for American grain, principally wheat and oats. Within the past week seventeen steamers have been chartered to carry over wheat and oats, and some others to carry over corn. The amount of export business appears to be limited only by the amount of freight room available. Some days as much as two million bushels of wheat have been sold for foreign account and many days insuccession showed sales of over one million per day. The export sales of corn during the week amounted to about a million bushels and the sales of oats probably were twice that. It is the opinion of everybody here that this tremendous and bona fide demand for our grains is certain to advance prices. The difference in advances that come now and the advances that came when the war broke out is that the present advances will have a solid basis of fact, while the former advances had nothing behind them but speculation. In spite of this tremendous demand the spot wheat market has not shown any particular advance as yet, and in fact has not shown very much tendency to advance.

SUMMARIZED MARKET CONDITIONS.

Tea quiet; demand light; prices fairly steady.—Coffee stagnated; very dull and weak. Everybody buying from hand to mouth.—Codfish strong and higher.—Prunes a little stronger on the coast on active export demand from England. Spot market quiet and dull.—Peaches and apricots quiet and unchanged.—Raisins fairly active at unchanged prices.—Currants weakened by pressure to sell large quantity of off-stock.—Canned vegetables all unchanged. Fairly steady with the possible exception of tomatoes.—Wheat quiet and dull in spite of large export demand. Receipts very heavy.—Flour dull and inclined to be easy on account of light demand.—Provisions slightly higher as the result of a disturbance in the live hog market.

The Grocery Markets

Tea.

The tea market shows no change for the week. The demand is comparatively light, because most buyers filled up during the war boom and have not sold out yet. Low grade teas are somewhat firmer, owing to continued good export demand. The better grades feel the effect of this somewhat, but nothing is quotably higher for the week.

Coffee.

The coffee market continues very sick and weak. For the man who has coffee bought some time ago the situation is about as bad as it can be at the moment. This refers particularly to Rio and Santos, which are feeling the effect both of the bad financial conditions in Brazil and the lack of demand in this country. There are a few exceptions—good roasting grades of Santos which are scarce on spot. Mild coffees are also quiet and easy in sympathy with Brazils. Maracaibos is about the only exception—scarcity on spot has strengthened the situation somewhat. Java and Mocha are unchanged and quiet.

Sugar.

Sugar is weak and likely to grow weaker. Raws continue about on a basis of 3.51 cents, and granulated has dropped to 5 cents. It should and probably will go to 4½ cents, which would leave quite a good margin between raw and refined. There seems to be plenty of raw sugar in sight, and it would not be surprising if the market returned to its before-the-war basis, which would mean about ¾ cent drop from present prices.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is quiet at ruling prices; demand not yet fully opened, on account of continued warm weather. Sugar syrup and molasses are both unchanged and quiet.

Fish.

The mackerel situation is very uncertain. Prices are about unchanged from a week ago. The Norway combine is getting plenty of mackerel in here, but considerable of it is poor quality, and the demand is not heavy. The independents and the combination are selling at about the same prices. Irish mackerel are scarce and inclined to be firm. Shore mackerel are hardly wanted at all. Cod, hake and haddock are inclined to be easier; demand light. Domestic sardines unchanged and quiet; imported sardines steady to firm and fairly active. Salmon shows no change anywhere and no immediate demand.

Canned Goods.

Tomatoes are unchanged on last week's basis, with a very light demand. No figures are available as to the 1914 pack, but it is believed by some to be

between twelve and thirteen million cases. This would be inadequate to a normal demand, but if the demand is no better than now it will be plenty and more. Maine corn deliveries are about complete, ranging from 55 per cent. as high as 80 per cent. New pack Maine corn is offered by some second hands holders at about 10 to 15 cents above the opening of 90 to 95 cents in a large way. Peas are unchanged and quiet. Apples are still very dull and weak at \$1.85 to \$2 for New York State gallons. Some packers say they cannot get out whole at these prices and have withdrawn from the market. California canned goods show no change and quiet demand. Small Eastern staple canned goods are unchanged and dull.

Butter.

The butter market is firm on the present basis. Fancy fresh butter is very scarce, and medium grades are also cleaning up. The market is healthy on the present basis, and no change is looked for soon.

Eggs.

Fresh eggs are still very scarce and the market is very active on the fancy grade. The demand is exceeding the supply and prices are nominal, showing an advance of about 1 cent for the week. It is a case of eggs rather than price, however. Storage eggs are also firmer at an advance of about 1 cent per dozen, due chiefly to the large demand from Europe.

Cheese.

The cheese market is fairly firm on an unchanged basis. The consumptive demand is normal for the season, and the supply is about normal. Stocks of cheese in storage are about unchanged.

Beans and Peas.

Domestic pea beans have advanced sharply during the week on reports of short crop, and the present quotation in a large way is \$2.62. Marrows are unchanged at \$3.50 in a large way, which is a comparatively high basis with pea beans where they are. California limas are unchanged and quiet. Green and Scotch peas are being held around \$2.30 in a large way; demand light.

Provisions.

There has been the usual fall decline in all cuts of smoked meats, and a fair consumptive demand. Lard is steady at an advance of ¼ cent, due to better consumptive demand. Compound lard is dull and irregular. Dried beef is steady with a seasonable demand, and the same describes canned meats and barreled pork.

Dried Fruits.

Prunes appear to be steadily weakening, both new and old fruit. The de-

mand is very light; and it looks like still lower prices before anything like activity will ensue. Peaches are still remarkably cheap, but dull; apricots unchanged and quiet. Raisins are selling to some extent, but there is still a large supply of 1913 raisins about, and they are interfering with the sale of 1914. Currants have dropped a cent and the price in a large way in cartons is now 7½ cents. The situation in Greece, however, is critical, and the outlook is strong.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple market continues firm, with a steady demand for carload lots from some of the European markets and for a fair demand for small lots from our domestic trade. Sales of export prime, in carload lots, have been made at 5 cents per pound, with small lots of strictly prime moving out every day at 5½ to 5¾ cents, all in 50-pound boxes.

While the output from the evaporators is increasing, stock does not accumulate as fast as it might, and this is giving a firmer tone to the future market.

Choice grades are quotable at ½ cent per pound over the above prices.

Raspberries continue steady at 21½ to 22 cents, f. o. b., in barrels.

C. C. HALL.

Rochester, N. Y.

Standard Canned Goods.

Killing frosts have brought the tomato canning season to an end. The small quantity of the fruit remaining on the vines is hardly worth the picking, and the factories will now shut down until the next season rolls around, except the shipping end of the business. The number of actual working days was equal to the average of the last eight or ten seasons, but in the first half of the season the unfavorable crop conditions largely reduced the output, and the market prices stiffened up in anticipation of a short pack. In the middle of September, because of favorable weather conditions, the plants which were set out late in the season, to replace those planted early in the spring, but which were killed by late frosts or washed out by heavy storms, commenced to bear large quantities of fruit which enabled the canners to almost overcome the shortage up to that time. Meantime the European war broke out, causing a depression in the money market, and, consequently, a general weakness in canned tomatoes, from which the market is just beginning to show signs of recovery.

At the opening of this week the utmost efforts were made, apparently to force down the prices to still lower levels, and rumors of sales made at ridiculous figures were spread broadcast. The steady buying reported last week at the going prices continued, in lots of one to three carloads, and during the last three days the orders became more numerous, and increased in size, besides being scattered over more States than at any time during the month. As a consequence, there is a firmer feeling that the decline in the market prices has run its course. It looks safe to buy tomatoes.

The buying of the other lines of canned vegetables during the week was light, for the month of October. Orders for straight carlots of any one article was scarce. There was the usual run of small assorted orders coming in daily, but they fell off in point of quantity. There were no leaders among them, and no recessions in prices worth special mention. The canners seem to be willing, if not content, to carry the

goods rather than cut prices to force sales. Some few string beans and sweet potatoes are still being canned, but those crops are about over now.

In the line of canned fruits, pears continue to be the only article that shows any activity, and they were in demand again this week. In the face of the existing dullness in other fruits, the Baltimore canners have no complaint to make about pears. Unpeeled pie peaches and seconds peaches are fairly active in small lots, but the tiny orders for berries, cherries and pineapples were smaller than they were in the week previous. Apples are no exception to the general dullness in fruits.

The canners of cove oysters have opened the fall season and their quotations are attractive enough to merit attention.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Salmon.

Chums are still being packed. Market 85 cents; rather weak. Offers asked for round lots. Some halves and flats being packed.

Pinks, 1-Pound Talls.—Market decidedly firm. Small quantities obtainable at 90 to 95 cents. Packers generally insisting upon some chums or other grades being included.

Red Alaska.—A limited supply remains at \$1.45. Practically no flats. Some halves offer asked.

The foreign war and the world's financial condition is temporarily having a sobering effect on business generally, though on food products general advances can be expected. No doubt banks of rediscount will give relief to the cotton factors and sooner or later the foreign demand will set in that may cause even a runaway market in America.

Trade have bought largely. Not much domestic business anticipated now before spring.

Transportation.—Thirty cent water rate to New York—low rates to Charleston. Possibility of steamer November-December to gulf port if sufficient cargo offers.

PHILIP J. BRADY.

Seattle, Wash.

Imported Fish Specialties.

Things are decidedly dull in our line. We could do a lot of business if we had any Holland herring, but unfortunately we have not, and no shipments are coming forward. Prices of Holland herring are so very high over there that we are afraid to import them. In the meanwhile Scotch herring are doing quite nicely, and are selling rather freely, although prices are not any higher than they were last week.

In regard to sardines, we beg to report a firm, steady and good market. The demand keeps up very well, and although buyers are not buying in a speculative way they are buying for their immediate need, which is a preferable business under present circumstances. Norway reports a very poor catch and higher prices. France reports that the catch on their coast has stopped. From Belgium, of course, no reports come forward. From Portugal there are reports that they have no fishing at the present time, and the little that has been shipped over here of well known brands has found ready buyers. It looks rather gloomy for further supplies of sardines. If troubles continue and if the North Sea should be closed to navigation, then we certainly should be in a very fine fix. We should not be able to get any of our stuff over here. Then again, if Italy should go to war and Greece, as it is expected, further difficulties will be created for us, as we shall be unable to import any goods from there, or if we do get them from there, it will be at a very high

cost and connected with a great deal of trouble.

Mackerel are being sold in a hand-to-mouth way. Good parcels from Norway are steadily looked for, and prices are rather firmer than they were last week. Of course the poor Norway mackerel can be had at almost any price and holders are very anxious to clear them.

Our agents in Ireland report total shipments to date of 1913 Irish autumn mackerel, 29,269 barrels; 1914 Irish autumn mackerel, 1,659 barrels. Total shipments last week were 1,033 barrels both to the United States and Canada.

STROHMEYER & ARPE Co.

New York.

Rice.

A more optimistic feeling prevailed during the past week in all trading circles, but it could scarcely be said to indicate any marked improvement in the general status of business conditions. Cotton is still the potential factor in the commercial world, but it begins to look as if the complex situation had reached its crisis and was nearing a favorable solution, which must give all classes of trade a decided sense of relief in anticipation of a renewal of former activity in all lines of merchandise. Buyers of grocery stock still refuse to increase their present holdings, owing to the undoubted fact that there must have been more of a carry-over from last year's crop in the hands of traders than has been confidently believed, and this has impelled the trade not to add to their holdings until their present stocks are further reduced in the hope also that prices will continue to recede and enable them to hedge against the higher cost of their old crop holdings.

Besides this, it is well known that the month of October cannot be classed as a month to excite or stimulate speculation, as it is generally regarded as the high water mark in receipts of early rough, while the quality of the early river crop is superior to the later country receipts, the trade are inclined to go slow in purchases in expectation of lower values. And yet, though it is clearly evident that the market is on a really safe merchandising basis for enlarged operation, it is conceded on all sides that the demand has fallen down to a material degree, and does not give encouragement to any special activity in carrying any full stocks. In most sections, however, there is an increasing belief that the situation is in a sounder condition, and, therefore, actually improving.

Advices from the South along the Atlantic coast are trading still continues on a hand-to-mouth basis, with no large business, the planters still holding off awaiting better prices.

At New Orleans American Java and new crop Japans are in decided demand and moving at advanced prices. Mills report inability to fill orders for quick delivery and are booking freely for future shipment. Honduras in fair demand and prices holding firm.

In the Interior, Southwest Louisiana, Texas and Arkansas, conditions are toning up. Millers in some sections report inability to supply the demand. Prices are very strong, with indications pointing to a somewhat higher market.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Spices.

The market is less active this week, though the grinding is fair. Supplies are getting very short, even considering the smaller demand from the consuming trade. The question of supplies is becoming more acute every day. Under existing conditions, it is well to be fairly supplied for some time to come.

Pepper.—Market firmer. Prices being nominal due more or less to the great uncertainty as to further Eastern ship-

ments coming, though indications point to fairly steady and possibly much higher prices during this and next month.

Red Peppers.—Stocks are very short. Market prices firm and the demand very fair.

Cloves.—Quite steady and scarce at present. Indications point at this time to an unchanged market.

Pimento (Allspice).—Low and unchanged. Demand small at present.

Mace.—Better grades are scarce. Market steady, but unchanged.

Nutmegs.—Unchanged in price, with steadily decreasing supply. Present prices we consider safe.

Cassias.—Saigon scarce. Both China and Batavia are in reduced supply and steady as to price. Ceylon cinnamon is very scarce at present and high prices are prevailing.

Gingers.—Are in small demand, except for Jamaica, which are scarce on spot, but at generally unchanged prices.

Tapioca.—Declined, then reacted, and is now firmer. Demand very good at present.

Paprika.—In fairly good demand. No changes in prices of Hungarian grade. Spanish varieties slightly higher, due to new arrivals soon to come in.

Seeds, Herbs, Etc.—Caraway hold firm, present prices being under foreign quotation. Other seeds generally unchanged. Thyme herb declined steadily during the week. Marjoram and savory unchanged.

McCORMICK & Co.

Baltimore, Md.

MARKET NOTES.

California Tokay grapes are winding up—prices are 75 to 90 cents.

Florida grapefruit is also coming green and sour and the best is bringing only \$2.

Florida cucumbers are coming North and selling at low prices—\$1.50.

Florida eggplants are selling at low prices because nearby eggplants are still about. The average for Floridas is \$2.

California is commencing to ship strawberries East, and they range from 25 to 30 cents per pint. The quality is fair.

Savannah (Ga.) Grocers Going After Parcel Post Business.

Reports come from Savannah, Ga., that the grocers there have made a rather unusually energetic effort to get parcel post business, which has been successful. No less than nine boxes of groceries, including butter, lard, cheese, ham, sausage, rice, meal, soap, flour, bread, etc., were received by the Savannah post office one day for dispatch into the country. The boxes were for points in Georgia, South Carolina and Florida, within a radius of 50 or 60 miles of Savannah. The weights ranged from 42 to 49 pounds. The edibles were all nicely packed in wooden boxes, with the covers nailed down. Postmaster Lucas declared that this record was due to the fact that folks in the country are not only appreciative of the successful operation of the parcel post service, but that Savannah merchants for the most part have learned the art of properly packing goods for shipment by parcel post.

Big Oil Companies Indicted in New Jersey for Cutting Prices.

The Hudson County, N. J., Grand Jury during the week voted indictments against the Standard Oil Co. of New Jersey and the Gulf Refining Co., as the result of a gasoline war that has been waging in Hudson County. In the early summer George E. Blakeslee organized the Mutual Oil Co. and began to cut the price of gasoline, which then was 22 cents a gallon. By July prices had dropped to 10 cents a gallon. The Crew-Levick Co., an independent concern of Jersey City, charged that the Mutual Co. was simply a subsidiary of the Standard and was organized to drive the independent company out of business. These allegations were presented to the Grand Jury several months ago, a court inquiry decided that the above was not a violation of the new anti-trust act.

Wheatena's Method of Advertising

For years the Wheatena Co. has specialized in its method of creating consumer demand, and for them it has proven highly successful. At this time in Philadelphia, they have two trained crews of men going from house to house leaving samples and explaining the merits of Wheatena (and they are many), telling how it is made and the different ways of cooking.

This method of advertising has always and is now producing a good strong consumer demand upon the retailer.

To back up the consumer work the call on the retail trade, making for their window displays and interior decorations and supplying them with advertising material.

You buy Wheatena under the broadest guarantee.—Advt.

Enclosed find check for which enter my subscription for two years to the "Modern Merchant and Grocery World." It's wide-awake and up to date. Just the paper I have been wanting. Consider me always with you.—Wm. M. Harbison, Carnegie, Pa.

John R. McFetridge & Son

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ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

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Philadelphia, Pa.

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Keystone, Race 746

Awards in the Moxley's Oleomargarine Ad-writing Contest—Continued

(Continued from page 7.)

Looks Like Extravagance

pay 40 cents a pound for butter, even for top grades. And to pay 5 cents for butter that is a little off"

is Extravagance

Why not stop it? If you will call at our store and try a sample of

Moxley's Oleomargarine

you will be convinced that the "butter habit" can be done away with. It will be one of the easiest ways imaginable to save 30 or 40 cents a week for an average family. To see this food product

is to practice Economy

and in saving money you are not running any chances of injuring the health of your family, for this product contains all the essentials of butter. It is amalgamated with sweet, pure animal fats, under the most sanitary arrangements, and in no respects is it inferior to butter.

LET US SHOW YOU

BARRON & KUDER BROS.

Submitted by R. A. Dix, 90 W. Broadway, N. Y. (Room 55).

What Delicious Butter"

Exclaimed Mrs. Blank, while partaking of an evening meal at our house recently. Of course, this remark made the hostess feel quite proud, for the reason that the article of food so highly praised was

Moxley's Oleomargarine

and it was generally known that Mrs. Blank had always been very much opposed to the use of oleo (as she expressed it), but when we had convinced her that it was surely

Moxley's Oleomargarine

that she had enjoyed so much, she decided right there to throw her past prejudice to the winds and in the future intends to use

Moxley's Oleomargarine

which can be used for all purposes as a substitute for butter and costs about one-half the price.

Think of this when counting the high cost of living, and remember that

Moxley's Oleomargarine

never becomes rancid, but remains sweet and good until used.

It is made from fresh milk and cream and selected animal fats, churned under absolutely sanitary conditions, by

WM. J. MOXLEY, INC.,
Chicago, Ill.

Submitted by Harry Robinson, 706 Southall St., Trenton, N. J.

Outlive your neighbor.

Use Moxley's

On the path to health, wealth and economy are we when we use any of the Government inspected products of Wm. J. Moxley.

The ingredients contained in Moxley's Oleomargarine are cream and high-grade animal fats.

Order a pound to-day.

Submitted by Raymond Duffy, with L. Keller, York, Pa.

If you hesitate to use delicious, wholesome, better-than-butter

Moxley's Oleomargarine

—just taste it *once*. Then you will understand how we have made so many friends among women who were once prejudiced against oleomargarine. They know that Moxley's not only costs less, but is purer than even the best butter. We use nothing but the best animal fats and clean, fresh milk and cream. Our dairies and churneries invite inspection.

AT ALL GROCERS.

Submitted by Ralph T. Foye, 4 Far-num St., Worcester, Mass.

"CERTIFIED"

The next time you see this word think of

Moxley's Oleomargarine

the substitute for butter that fills the bill.

With this morning's order at your grocer's include a pound carton of either the "Goldseal," "Special" or "Daisy" Brand.

Guaranteed under the Pure Food Law of June 30, 1906.

For sale by all grocers.

WM. J. MOXLEY

Chicago, Illinois, U. S. A.

"Remember, Its Certified."

Submitted by Meredith Staub, Market and Fourth Sts., Frederick, Md.

THE OLD BELL COW

Leads the farmer's flock, keeps them within the bounds of the pasture, enables the farmer to harken for the jingle and bring the cows home at night.

Moxley's**Special-Oleomargarine**

leads the manufactured butter market of the world to-day, keeps the price of all other butters *within proper bounds* and enables the housewife to find an

ABSOLUTELY PURE FOOD PRODUCT

made in the largest, cleanest, most sanitary churnery in the land of purest, richest cream—milk—and nutritious oils, under the strictest Government inspection.

• PURE—HEALTHFUL—WHOLESOME

The delightful, charming, appetizing fragrance of

Moxley's Special

has certainly got Old Sookee goin'. Genuine solid satisfaction in quality.

Its cost such a help these trying times.

Submitted by John C. Biecker, Roslyn, Pa.

CUT THE HIGH COST OF LIVING. USE**Moxley's Oleomargarine**

SWEET
CLEAN
PURE

The best spread for bread

Submitted by Harold King, Geneva, N. Y.

"Hot Cakes and Butter"

Sounds good and tastes good if the butter is good. But how often it is strong or rancid or tastes of sour milk. But if you say

"Hot Cakes and Butterine"

then you know it will be good. Moxley's Oleomargarine or BUTTERINE is pure and sweet and nutritious, better than country-made butter and cleaner and purer than creamery butter.

If you have never tried BUTTERINE, ask your grocer for a pound package of GOLDKREME, SPECIAL or DAISY Brand, and one trial will convince you that it is superior to any butter made.

For sale by all first-class grocers.

Submitted by Lily Dougherty, Gettysburg, Pa.

THE OLD COW LANE ON THE FARM

It is a long, long way from the Old cow lane
Way down on the farm—

That the product of the farmer's dairy must take before it reaches the festive board of the city home. Think, if you will, of the many hands, buckets, vessels, etc.—clean and unclean—before it reaches the creamery, where it mingles with the output of an hundred dairies. We need not mention the exposure, and its extreme susceptibility to infection.

The milk and cream used in

Moxley's**Special Oleomargarine**

is produced in our own dairies, one of the largest in the world, under the most modern sanitary conditions known to-day, passed to our own model churnery, where, under constant Government inspection, safeguarded from its very conception from the richest cream milk and animals oils, is made MOXLEY'S SPECIAL.

From a sanitary wholesome standpoint its superiority is beyond question.

Its sweet, palatable, grassy, appetizing fragrance will astonish you. The saving in its cost is needful these trying times.

Submitted by Wm. P. Valentine, Jr., Johnsville, Bucks County, Pa.

Money saved

On every pound,
Xmas to Xmas, the year 'round;
Learn to use it instead of butter,
Every pound tastes like another.
Young and old like its flavor,
'So try it now and be the saver.

Insist on Moxley's**OLEOMARGARINE**

Only the very finest ingredients used.

The cleanest and most sanitary dairies and churneries.

Even before the present U. S. inspection—are and were absolute perfection.

All this makes Moxley's Oleomargarine the favorite.

Guaranteed satisfaction.

Submitted by L. J. Himelright, 201 E. Tenth St., Chester, Pa.

Moxley's Oleomargarine

Mrs. Housewife, raise your husband's wages by reducing the cost of living. You are paying from 40 to 50 cents a pound for butter that's good one week and strong the next. The product we offer you,

Moxley's Oleomargarine

prepared under the most sanitary conditions, comes from the same cow that your 50-cent butter does, but with this difference: the cost is just half and quality always uniform, with that sweet taste that makes a slice of bread worth eating. If you have any prejudice put it aside to-day and get a sample pound from your grocer, remembering that the value of a dollar is its buying power. Here's where one dollar does the work of two when used to buy

Moxley's Oleomargarine

Submitted by R. M. Crawford, Camden, N. J.

Six Reasons Why You Should Use**Moxley's Oleomargarine**

1. Because it consists of oleo oil from the fat of selected cattle.
2. Because the neutral is obtained from pure leaf lard.
3. Because rich cream from our Wisconsin dairy is used.
4. Because it is U. S. Government inspected.
5. Because it is sanitarially made.

AND

6. Because it is "CERTIFIED." Order a pound carton of the "Daisy" Brand this morning.

WM. J. MOXLEY

Chicago, Illinois, U. S. A.

Submitted by Meredith Staub, Market and Fourth Sts., Frederick, Md.

Why Do Ants Keep Little Cows?

This may seem a strange question, and at first thought difficult to comprehend.

It is probably just as hard for you to realize—

YET IT IS UNMISTAKABLY TRUE

that the day is very, very near at hand when the American nation will have absolutely no use either for little cows or big cows, except for a milk supply, and that will be U. S. inspected and certified. And the antiquated butter product will be a thing of the past.

This is in line with the march of progress, and Moxley's Special Oleomargarine is in the front ranks.

The antiquated giving way to the new. The unsafe product to the safe. Something new, up to date and better is constantly superceding, taking the place of the old.

Moxley's Special

is an up-to-the-minute pure food product, brimful of charming, genuine goodness for solid appetizing quality and safety. It far excels the old and leads every other product in its line. Beside such a saving in the cost.

Moxley's SPECIAL on every carton.

Submitted by Letty Shriver, Abington, Pa.

Wm. J. Moxley's Oleomargarine

solves the butter problem.

The ingredients of Moxley's Oleomargarine are pure, fresh milk and cream and high-grade animal fats. Every operation and all the ingredients are constantly under United States Government approval. It contains all the food value that any butter contains and it is made in a more cleanly way.

It satisfies every demand for butter and at a smaller cost. Order by name from your grocer.

Submitted by J. W. Boyd, Manheim, Pa.

"Moxley's Regardless of Price"

was the answer that came quickly to the clerk when he asked the indignant young lady what price oleomargarine she wanted. "Mother always wants the best, and I know it is impossible to produce better than Moxley's at any price."

Always uniform, packed in sanitary cartons, which insure purity and cleanliness. Ask for MOXLEY'S; take no substitute.

Submitted by Floyd Klinetob, Berwick, Pa.

In Times Like These Save Money

Does it seem like real, good economy to pay from 36 to 40 cents or more for butter when wage earners are being cut down? Is it necessary to have butter simply because it IS butter when you can obtain

Moxley's Oleomargarine

at about 20 to 30 per cent. less? This great food product is actually far superior to a great proportion of butter, both as to palatability and nutritive qualities. The nutritive parts of pure milk and cream go to make

Moxley's Oleomargarine

and incorporated therein under perfect sanitary conditions—are the elements of animal fat, sweet and choice.

Come in our store and sample this product.

HILOW & JACK

Submitted by F. M. Root, 78 Peabody place, Newark, N. J.

Do You Know Oleomargarine?

If you are not familiar with this worthy and wholesome Food Product, step into our store and test it. We have a display and will be pleased to have you sample it on bread or crackers. The time has passed when people scorn this article, for

Moxley's Oleomargarine

has shown the American family that a substitute for butter exists that is in all essential respects the equal of butter. It was hard work to obtain a foothold in the United States, but now the problem is to supply the growing demand. Remember the name,

MOXLEY

RUDESILL & AMMERMAN

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

We Sell

Moxley's Oleomargarine

Madame Housekeeper:—Do you know that MOXLEY'S OLEOMARGARINE is absolutely a pure food product, wholesome and nutritious?

Why pay an exorbitant price for butter when a delicious spread, made of a large percentage of milk and cream, combined with pure animal fats, can be obtained at a great saving to you?

MOXLEY'S OLEOMARGARINE is churned in the largest churneries of the world under the most sanitary conditions.

Every pound is Government inspected.

"Holsum," 22 cents pound; five pounds, \$1.

"Special," 25 cents pound; five pounds, \$1.10.

H. B. RAEZER

The Grocer

58 Broadway, Milton

304 Market St., Lewisburg

"Good Things to Eat"

Submitted by H. B. Raezer, 58 Broadway, Milton, Pa.

The
real
SPREAD
for
BREAD

is

Wm. J.

Moxley's

OLEOMARGARINE.

Try

it.

Submitted by Wm. Rumfield, Jr., 802 N. Ninth St., Allentown, Pa.

Moxley's Oleomargarine

Approved by the United States Government.

It's purity, it's goodness, it's quality, it's increasing sales.

One of your neighbors uses

Moxley's Oleomargarine

Food values, cleanliness and taste keeps Moxley's Oleomargarine constantly on particular people's tables. How about yours?

We can make it cheaper if we want, but we won't.

We would make it better if we could, but we can't.

Just ask your grocer for

Moxley's Oleomargarine

Get particular and demand the best. Moxley's has the stamp of approval by all who have used it. Has it got yours?

At all good shops and markets.

Submitted by Stanley Hart, 5728 Leonard St., Frankford, Philadelphia.

Perfect, pure oleomargarine at last! Plus reduced cost of living.

Moxley's Oleomargarine

the Premier of them all. Made clean, from clean products, in clean factories and sold clean in clean cartons.

Moxley's Delicious Oleomargarine on your table will surprise you.

Phone your grocer, send your children or go yourself, buy a package and be convinced. Do it to-day. Now.

Our motto: Better goods at less money.

Submitted by Norma I. May, 5024 Walnut St., Philadelphia.

NOW—

Wm. J. Moxley's Special Oleomargarine

WE WANT YOU TO KNOW

That Moxley's Oleomargarine has been the oleomargarine standard for years.

That it satisfies the most critical people.

It's purity and cleanliness are the acme of perfection.

The utmost satisfaction goes with the use of every pound of Moxley's Oleomargarine.

A trial will convince you of its supreme excellence.

Sold by the best grocers.

Submitted by A. Earl Griesemer, 1421 Linden St., Allentown, Pa.

A Household Word

"MOXLEY"

Reason: When you think of Butterine you think of

"MOXLEY"

The two are inseparable.

MOXLEY'S BUTTERINE spells Quality. Made in a factory the model for sanitation and from materials pure and wholesome.

Superior to much creamery butter.

"Ask for Moxley."

Submitted by Sigmund Weis, Sunbury, Pa.

BEGIN THE DAY WITH A GOOD BREAKFAST

What is more cheering than to come down stairs on a cold snowy morning and be met with the aroma of delicious coffee and find awaiting you a plate heaped with hot cakes or golden toast—spread with

Moxley's Oleomargarine

the best spread for bread. If you have never had this delightful experience there is a treat in store for you.

Moxley's High Grade Oleomargarine

is made from carefully selected materials, sterilized and churned according to approved formulas by expert operators.

TRY IT and you will BUY IT.

For sale by all reputable dealers.

WM. J. MOXLEY, INC.
Chicago, Ill.

Submitted by Miss Jessie Jamison, 617 Sickles St., Pittsburg, Pa.

A Healthful, Money-saving Product

Healthful, because made from the purest ingredients, the nutritive elements of pure milk and cream and animal fat, sweet and pure. Churned in a spotless "kitchen," under the highest sanitary conditions, and with every process under expert supervision,

Moxley's Oleomargarine

reaches the consumer's table a fit food product for not only kings, but common people.

Money saving because it costs from 10 to 12 cents less than butter. A housewife tells us she saves about 36 cents a week by using Moxley's Oleomargarine. In the course of a year this will buy a good dress or a suit of clothes for a man.

Try a sample at our store. You will like it on crackers or bread or biscuit. In fact, for any "buttery" purpose.

E. & A. KUDER

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

Warning Against This Year's Currants.

American Consul at Patras, Greece
Sends State Department Warning
Against Large Percentage of Rain-
Damaged Fruit. Says Many Ship-
pers Will Put Some of it in Wagon
Good Fruit.

Special Correspondence of "Modern Merchant
and Grocery World."

Washington, D. C.,

November 5, 1914

The American Consul at Patras, Greece, has sent to the State Department here a warning to the American grocery trade against the quality of a large part of this year's crop of Greek currants. His statement is as follows:—

American takers of Greek currants would do well, this season especially, to acquaint themselves in advance with the exact condition of the fruit they are proposing to purchase. As already stated, the currant crop suffered heavy damage from rain while it was upon the drying grounds. As a result the larger part of the entire crop for the 1914-15 season is more or less rain-damaged.

The damage is most serious in those districts from which the American market has been accustomed to draw its chief supply—the districts furnishing the genuine Amalias, so-called Amalias (really Pyrgos), and Provincial grades. The rain-damaged fruit in these districts is estimated to be two-thirds of the entire crop of the districts. Responsible local shippers state that a large part of this damaged fruit is so badly affected by the rains, having been thoroughly soaked upon the drying grounds that it is only a question of a few months at most until it will be unfit for food. The effect upon the currant of getting wet is to cause fermentation in the fruit; once the currant has been thoroughly wet it is difficult to dry it.

Although there is a fair amount of fruit not rain-damaged, it is difficult to get and costs three or four shillings (\$0.73 or \$0.97) per hundredweight (112 pounds) more than rain-damaged fruit of the same district. Some of the responsible exporters of Patras have stated that they are experiencing much difficulty in securing undamaged fruit of the Amalias (both genuine and so-called) grades to meet their advance contracts, the English market being especially insistent upon having the undamaged fruit.

It is stated that some sellers are making a blend of slightly damaged badly damaged and undamaged fruit in the districts which have suffered from rains in order to get an article which approaches the "American staple" as usually sold from these districts. The "American staple" is generally conceded by the trade to be inferior in grade to the English staple from the same districts.

HOLT

No Tax—No Advance in Price—

On

POSTUM

Just so long as American wheat fields continue to yield an abundance for home and foreign demands, the supply of **Postum** will not waver, and the price will not advance.

Postum is not controlled or manipulated by any "market" combination or food trust.

The demand for **Postum** is increasing steadily and every outlook promises unparalleled sales. Nineteen years of publicity—backed by quality—have made this delightful food-drink standard the country over.



POSTUM IS A BIG REPEATER

Sale Guaranteed—Good Profits

YOU MIGHT AS WELL SECURE YOUR SHARE



PROGRESS

You can't spend 32 years in one trade without learning something

It took all that experience—no end of scientific thought—thousands of dollars—and a whole year of experimentation to produce this match—the best the world has ever known—in *every respect*.

Safe



Home

Any grocer who appreciates his responsibility and values the confidence and friendship of his customers—as we do ours—cannot afford to sell matches to his trade which fall short of the *Highest standards*.

THE DIAMOND MATCH COMPANY

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.



Whats the Matter With a Business Men's Party?

Well, the election's over and the good old Republicans has triumphed once again. Hurray, Hur-roo! Everybody's got theirs but the tired business man, as you might say. Of all the new fellows that have been elected, and of all the old ones that have gone back, there ain't any of 'em so far as I've seen who are tumbling over themselves to promise the poor tired business man anything.

Ever think of that? If you'll take it from me, it's time to think of it.

No matter who's being elected, the labor people always have a say. So do the good old farmers. The labor people always butt in with letters and things about John Smith, candidate for U. S. Senator, being an enemy to the cause, and Bill Jones being a friend, and the farmers' granges get all worked up over the same things, and so on.

And the politicians sit up and pay attention, too, don't forget that. They try to squeal out of it when the labor people and the farmers soak 'em, and they understand right off the bat that if they ain't good and go along, why there's a big bunch of votes going slap against 'em at the polls.

Every word of that's as true as I'm telling you. Why is it? Because the labor people and the farmers are all massed up in their societies and all, and when they say they'll do something, they can do it. I don't mean they can swing elections, understand, although they might when you think of it, if it was close. But whether it's close or not they always have a look-in, and the politicians know it.

Now where's the tired business man come in? He pipes his little say about what he wants, too, but not a blamed one of 'em pays any attention. If they do pay attention, it's all forgot inside of a minute. Why do they sit up and take

notice of the labor people and the farmers and don't pay any to the tired business man? If you'll wait till I push in a fresh wad of spearmint, I'll tell you.

There, she's in and now I'll tell you, if you'll excuse my speaking with my mouth full.

It's because the labor people and the farmers have got their organizations, and because the tired business man's organizations ain't any more good in politics than a family of fish worms all down with the mumps.

Some of 'em are all right for business, but they don't cut any more ice in politics than a hairpin.

That's the reason why these mangy politicians don't pay any attention to us—they know nothing'll happen to 'em if they don't.

My proposition is to make something happen to 'em. We can do it—we've got enough men—and we've got enough votes. Suppose all the business people in the State got together to soak some special candidate—he might not be soaked

to the skin, but he'd be damp right.

We ought to make "blood" countersign and spill it right left if we have to. I myself would be tickled to death to see some brother spill some out of two or three politicians I'd point out. spill it myself? What are you talking about? I'm captain, can't expect me to do all the work. I got this scheme up, didn't I? right, then you fall in line and shut up, or I'll cut your head off!

I ain't got my nickname "bloody demon" for nothing, betcha!

We ought to get up a platform that's what we ought to do. when an election's coming we ought to fix up a statement of what we want and serve it on all the candidates. We ought to give 'em five minutes to say whether they'll do as we say. If they won't—kill 'em right then and there. As we've killed a dozen or so times, we won't be any more trouble. M.

Isn't This a Crack-a-Jack Subject for an Advertisement?

¶ We mean the **Ivins Purity Guarantee** which we have adopted as the subject for the current Ad-writing Contest. We reproduce it here:—

We guarantee that our products are not adulterated or misbranded within the meaning of the Pennsylvania Food Laws approved May 13, 1909, or the Act of Congress approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated, misbranded, poisonous or deleterious foods, etc."

Although the above laws permit the use of the following materials under certain conditions, we, in addition, further guarantee our products to be free of lard-compound, cotton-seed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors, or any harmful or unwholesome ingredient.

We use selected candled shell eggs only.

J. S. IVINS' SON, INC.

¶ J. S. Ivins' Son, Inc., is the leading manufacturer of cakes and crackers for this section and is credited with using the very finest materials—perhaps unnecessarily fine, sometimes—possible to get, and producing exceptionally fine products. We have had no finer theme in the ad-writing contests.

¶ Write a six-inch advertisement to consumers on this guarantee, and perhaps get one of the three prizes—\$20 for the best, \$10 for the second and \$5 for the third.

All Advertisements to Be in by Monday, November 30, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

it would help some to cut off their noses before we kill 'em.

I'll point out all I think ought to be killed, and what I say goes. My wife has a brother who's a big politician. He couldn't see me the other day when I went in to ask him for a railroad pass for myself and family to the Panama Exposition. He'll do great to begin on.

THE STROLLER.

AMONG THE TRADE.

Messrs. Williams & Root, merchandise brokers, have been appointed Philadelphia agents for the Crescent Mfg. Co., Seattle, Wash., manufacturers of Mapleine.

The American Specialty Manufacturers' Association holds its sixth annual convention at the Bellevue-Stratford Hotel, Philadelphia, on November 19th, 20th and 21st.



Every Way That Milk Is Used

In all the various recipes and dishes of which milk is a part; for table and general household use, and more especially infant feeding, your customers will use Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk. You can greatly increase your sales if you will keep these brands prominently displayed upon your counters.

Borden's Milks Have Been Famous Since 1857

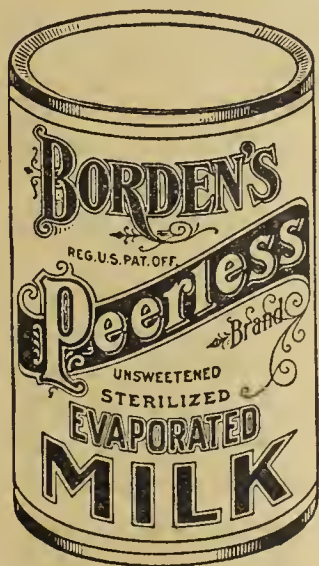
for their purity and quality. In addition to this established prestige and reputation, continued co-operation by the manufacturer, and constant advertising of Eagle Brand Condensed Milk and Peerless Brand Evaporated Milk in the leading magazines and women's publications, in newspapers and periodicals, in street cars and upon billboards, combined with the word of mouth recommendation of satisfied users everywhere, makes Borden's Eagle Brand Condensed Milk and Borden's Peerless Brand Evaporated Milk the most popular and fastest selling brands.

Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

Fleischmann's

Yeast

A STAPLE ARTICLE

Yeast is a necessary ingredient in bread—as necessary as flour, sugar and salt. You carry the last named articles and if you do not handle Fleischmann's Yeast, you should add it at once.

THE FLEISCHMANN CO.



WHAT TO TELL CUSTOMERS

"BORDEN'S BRANDS OF MILK, both sweetened and unsweetened, are made of the highest grade raw milk by the most modern method of manufacture, and guaranteed ABSOLUTELY PURE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXIV.—A Buyer's Rights When Part of an Order Has Not Been Delivered Within the Contract Time.

In one or two recent articles I have discussed the question when an order for goods was a binding contract between the seller and the buyer which could not be cancelled by either without the other's consent. From the editor of the "Dry-goodsman," of St. Louis, Mo., comes the following pertinent inquiry upon a phase of the subject which I believe I have never touched upon:—

We would be very glad if you would discuss, as a corollary to a recent article with relations to the status of orders as contracts, these points:—

Back orders; that is, merchandise that is ordered but not shipped at the same time with the first delivery of goods. How long after the original shipment has been made should a retail merchant be expected to accept the back order? Who should pay the carriage charges under these latter conditions and also when has a merchant a moral or legal right to cancel back order merchandise?

An article on these points, we believe, would be of interest to all retailers and we know that we can make use of it if you can include it in your series at an early date.

I understand this inquiry to mean substantially this: A gives B an order consisting of several items, perhaps, to be shipped at a certain time. At the proper time B ships a part only. The time to ship expires and still the order is in part unfilled. What is A's status as to the balance? Must he accept it when B chooses to ship it, or can he cancel that part of the order?

Generally speaking, when a seller has failed to deliver according to his contract, the buyer has a choice of two remedies. He can either cancel that part of the order which has not been filled, or he can accept it and hold the buyer responsible for any damages which he may have sustained because of the delay.

But the first question which arises in such cases is, has the seller failed to deliver according to

his contract? This will be settled by the contract or order, which may be drawn so as to hold the seller strictly to delivery by a certain time, or it may be drawn so as to give the seller more latitude as to time of delivery. If an order for merchandise definitely names the time of delivery, the seller is held to it absolutely. If it says "delivery by March 1st," then the law says time is the essence of that contract, and if the seller holds over even one day beyond March 1st, he is in default and the buyer can pursue either of the above-mentioned courses.

But the contract may not so definitely limit the time of delivery. It may say "delivery about March 1st," which is a very different proposition. Or it may not name any date at all, merely stipulating for "prompt" delivery, or "immediate" delivery, and so on.

Where the contract or order does not positively fix the delivery date, the law says time is not the essence of the contract, and the seller gets more leeway in his delivery. For instance, in a well-known case goods were to be delivered "about November 1st." The court held that delivery on November 10th was good. In another case delivery was to be made "about the last of May or June." Delivery was made June 30th and was held to be within the contract. In a third case delivery was to be made "about June, 1906," and the court said any time in June or within a reasonable time thereafter was a good delivery. Naturally there is no rule as to what is a reasonable time in such cases, or what is "about" such and such a date. The court considers all the circumstances, and is usually pretty lenient to the seller, unless the goods in question are seasonable goods and are worthless after a

certain time, when the rule becomes stricter.

Where no time for delivery is named in a contract, or a time is named but vaguely, delivery must be made within a "reasonable" time, which as I have explained, is a question for the court to decide under all the circumstances of the case.

Where a contract provides for delivery "immediately," the law holds that it must be made without delay and as quickly as circumstances and the usual course of business will permit.

Where the contract is for delivery "as soon as possible," or "earliest possible" delivery, it does not mean instantly, or that the seller must drop everything else. It means as soon as the seller can possibly ship under the circumstances.

"Prompt" delivery means practically nothing more than delivery within a reasonable time and without undue delay.

If a buyer intends to take advantage of the seller's failure to deliver, he must act promptly at the time, or he may lose his rights. For instance, suppose a contract provides for delivery by March 1st. Only part of the goods are shipped by that time. On March 2d or 3d the buyer, if he intends to cancel the undelivered portion, should notify the seller—by registered mail if he is out of town—that the undelivered portion of the order is thereupon cancelled. If the seller persists in sending the goods in spite of this notice, the buyer can take them in with all his right intact to deduct from the price all the damages he has sustained.

There are several ways in which a buyer can lose his right to object at late delivery, or his right to cancel a contract on that account.

If he takes the goods in when they arrive, tardily, with full knowl-

edge of their lateness, and without objection, many cases hold that he must pay for them as if they had been delivered in full accordance with the contract.

If he takes the goods in and objects to the goods on other grounds than their lateness, he cannot afterward object on the ground of lateness.

If he takes the goods in and asks for more time to pay "because the goods were late," he forfeits his right to reject because they were late.

If after the delivery date has passed, and when he could cancel he chose to, he demands delivery, he must take the goods in when they come.

The law looks a little differently at the buyer who takes late goods in under stress of circumstances—because he needs them for some immediate and pressing purpose. He does not so easily lose his right to claim damages by the mere act of accepting them.

Where a buyer decides not to cancel the undelivered portion of the order, but to accept the goods and claim his damages, the measure of his damages will usually be the difference in the value of the goods when they were actually delivered, and the value when they should have been delivered. For instance, flour bought at \$5 per barrel, to be delivered not later than March 1st. On March 1st the market was \$5, but it declined shortly afterward. A part was not delivered until March 15th, when the price was \$4.50. The measure of damages would be 50 cents for every barrel not delivered until March 15th, provided the buyer had acted promptly and in none of the ways set out above, had waived his right to object.

If after failure to deliver part of an order the market for the goods looks weak, the best plan is to instantly cancel the undelivered part. That keeps you safe on a declining market. If the market looks firm, of course you will probably not wish to cancel at all. If it is stationary, and it will not be difficult to buy at the contract price, I should also cancel, as you lose nothing by it and have put yourself in a position to protect all your rights in the case.

(Copyright, November, 1914, by Elton J. Buckley.)

Question: B. B. Crompton, Wilkes-Barre, Pa.—I had a peculiar

case come up just recently and would like to ask your advice in the matter.

A party was dealing with me for about a year and always paid cash, just occasionally leaving a bill stand for a week or so, the wife contracting the bills.

About three months ago the husband went away and the wife kept on dealing with me, having the goods charged. Of course I did not worry as our dealings had always been pleasant and she said she would pay the bill as soon as her husband came back.

Then I did not see her for some time, and as she often went home for a week or two at a time, I still did not worry until some one came in my store and told me the party had moved to Canton, Ohio.

I at once inquired where he was working and found that he held as good a position there as he had left here. I then sent him an itemized bill of their account and received a reply stating that his wife had paid the bill to one of two clerks, not knowing exactly which one.

This of course I knew was not true, so I wrote again, explaining to him in detail my talk with his wife about the bill, thinking in that way that perhaps she would remember the circumstance. He again replied that they never left any bills stand and that they did not owe me anything.

I then wrote the third time and told him that the bill had not been paid and asked him to send me a check for it, and if I did not hear from him within a reasonable time I would be forced to place the matter in the hands of his firm.

As yet I have received no reply and would appreciate it very much if you would advise me as to further procedure.

Answer.—Are you absolutely sure that this woman did not pay the bill to one of your clerks? Of course if she did, she owes you nothing, for in all ordinary businesses the clerks have authority to take in money, and I assume that yours did.

If you are sure that the woman is lying, I should put the matter in the hands of the Canton (Ohio) Retail Grocers' Association if there is such an organization, and particularly if it has any plan for forcing delinquents to pay their debts. If there is no such association, I should place the account in the hands of some lawyer in Canton for collection. You will probably collect the claim without difficulty, for in Ohio they have a law allowing the attachment of wages.

Almeria grapes show a wide range—\$2.25 to \$6. The demand is rather slow, partly due to the warm weather.



A SPLENDID SELLER

Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between **POWDERED** and **FINE GRANULATED** and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in **FRANKLIN CARTONS**, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. **DESSERT AND TABLE** is one of the best sellers in the whole line of **FRANKLIN CARTON SUGARS**.

Packed in 2 lb. **CARTONS**—48 lbs. to the **CONTAINER**

Other **FRANKLIN CARTON SUGARS** are packed in original **CONTAINERS** of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

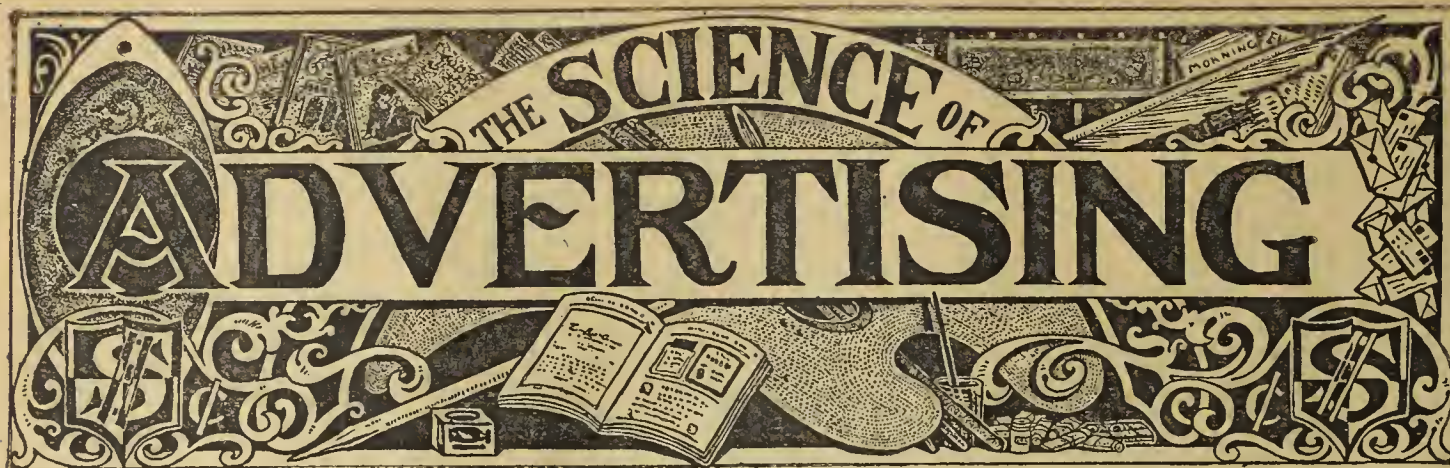
"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



I have received a batch of newspaper ads. from J. McGown & Sons, grocers, of Clinton, Mass. Most of them appear to have been used some time ago. I don't know whether they all are clipped from the same newspaper, but some indicate more than others the fact that the paper was very badly printed. A great many publishers of newspapers in small towns and cities fail to remember that cheap paper and poor press work do to the reputation of their newspapers exactly what a shabby suit of clothes does to their own reputation. "Assume prosperity if you have it not" is a splendid maxim for newspapers, merchants and everybody else.

Mr. McGown has taken pains and care with his advertising, that is very apparent. He uses various sized spaces, ranging from nine inches single column up to 9 inches across three columns. I have reproduced two of the best. The advertisement, "All Aboard for the Picnic," filled a space of eight inches double column, and the one, "Back to the

ally advertised products in his advertising. The Loose-Wiles biscuits and King Arthur flour are two of the products he has exploited, in both cases using cuts evidently furnished by the

he find that he gets other business through it?

I suggest that Mr. McGown moderate his borders a little. In all his adver-

BACK TO THE REAL THING.

We've tried several makes of Jars with the wire spring over the cover and in every case have had trouble, so we have gone back to the kind that needs no explanation or apologies. The kind that stood the test for years. The strongest, surest, and safest jar, because made of unbleached glass, is

The Genuine Lightning Jar, pts. 85c. doz.; qts. 95c. doz.

Mason Jars, pints. 47c. doz.; quarts, 57c. doz.

| | | | |
|--|--|--|---|
| Fancy Winter Onions <small>12 lbs. for 20c.</small> Pickling Onions <small>12 lbs. 15c.</small> | Elegant Cooking Potatoes <small>20c. peck.</small> | Fancy Sweet Potatoes <small>10 lbs. for 25c.</small> | Sweet, Juicy Oranges <small>15c. doz., 2 for 25c.</small> |
|--|--|--|---|

"STONE CREST CREAM," the purest and surest of any, 15c. ½-pint.

McGOWN, The Grocer. Phone 54.

manufacturer. I wish that Mr. McGown, sometime when he has a minute,

tisements he has used very heavy and elaborate borders, usually with large corner pieces. A border ought to do nothing more than set an advertisement off—it ought never to attract any attention to itself; you aren't trying to sell borders. Mr. McGown's borders not only do attract attention to themselves, but they use up a lot of space that might be better used. I recommend a plain border, not over 1-16th inch wide, with no curlicues and no big corner blocks. I also notice a tendency all through his advertisements to clutter them up with a lot of rules and boxes, many of which don't help at all. For instance, in one of the advertisements I reproduce—"Back to the Real Thing," the rule box surrounding the headline is of absolutely no use. The printer put some considerable work on that, but it just clutters the advertisement up.

This advertising, generally speaking, is enterprising and good, and I have no doubt got results. The advertisement "Back to the Real Thing," is better, in my opinion, than the other. The latter is crowded, and I don't like the way in which small type, without any boldface, has been put into those little boxes. There appears to have been no reason to separate those goods by rules, as they are simply a part of the same kind of a list. There is too much matter in this advertisement, and it isn't well designed.

NOTE.—This department is devoted to the criticism of advertising matter sent

in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

How the Winners In the Advertising Writing Contest Can Get Some Free Advertising.

Their Local Newspaper Will Doubtless be Glad to Publish the Fact of Their Competing and Receiving a Prize or Honorable Mention.

The "Modern Merchant and Grocery World" wants to make a suggestion to the winners in the Ad-writing Contest which we are sure will enable them to get some valuable free advertising in their local newspapers.

This applies to those who receive the three capital prizes and also to those who received "honorable mention."

If each of these will take his copy of this issue of the "Modern Merchant and Grocery World" to his local newspaper and will explain that his track paper has been holding an Ad-writing Contest in which he was a contestant and that the advertisement which he submitted received a prize, or an "honorable mention," as the case may be, the local newspaper editor will almost certainly be glad to publish this as an item of news. Any of the activities of local citizens, particularly a local business man, usually has some new value, and local newspaper editors are as a rule, quick to see this.

It is also likely that the local newspaper editors will be glad to reproduce the advertisement which won the prize or which obtained honorable mention. This part of the article is by no means unlikely to bring actual returns, for it is to be presumed that everybody who wrote an advertisement for "Moxley Oleomargarine" kept it in stock, and the grocer will therefore be in the position of receiving free advertising, in new form, for a product which he regularly handles.

The fact that a retailer is not an advertiser in his local papers should not deter him from attempting to get the fact of the contest in the paper; for purely as a matter of news, it is worth of publication.

Will any contestant who follows these suggestions and gets results, send copies of his local papers to this office?

All Aboard For The Picnic

The Picnic Season is on us and we've a big stock of Ready-to-Eat Picnic Supplies that will save you work, time and worry. All kinds of Fancy and Plain Cookies and Crackers that are absolutely fresh and crisp, from 5c to 25c pkgs. In bulk, everything you'll need, from 10c lb. to 45c lb.

For Sandwiches, we've Potted Beef, 10c can; Devilled Ham, 5c can, 10c can, 15c can, and 25c can; Ham Loaf and Vcal Loaf, 15c can; Potted Chicken, 25c can; Anchovy Paste and Bloater Paste, 25c glass jar.

Speaking of Foods in Glass—just read this list. We carry the most complete line in town. Pure, clean and delicious in quality. They're already to eat and are ideal packages for picnics and luncheons:

| | | |
|--|--|---|
| Boneless Pickled Pigs Feet. No bones, skin or waste; just clear meat. 10c jar. | Dainty Vienna Sausages; all cooked; just the size of your little finger 15c jar. | White, Sweet Boned Chicken: the finest package on the market. 35c ½-lb. jar. |
| Sliced Pickled Lamb Tongues. 15c jar. | Fresh (Sliced) Ox Tongue, 25c jar. | Pure Jelly in Crabapple, Currant, Grape, Quince, Plum. 10c jar. |
| Boneless, clean Smoked Herrings, 10c jar. | Fresh Calves Tongues (whole), 40c jar. | Beechout "Holly" brand Dried Beef. Large 35c; medium, 20c. Ready sliced in glass. |
| Sliced Halibut, 15c jar. | Fresh Ox Tongues (whole) 85c, \$1.00 jar. | |

Heinz', Lutz & Schramm's, and Cruickshank's Pickles in pure spices and vinegar; sweet and sour, mixed and plain, in bottles. 10c, 15c, 25c and 35c sizes. Quality unsurpassed; try any line in this or any town in the U. S. We are referring to our line of **OLIVES**. Large, sound, fine-flavored fruit. Plain and stuffed in all-sized bottles, 10c, 15c and 25c each. Triple stuffed in same bottle, 25c. Glass Tumblers of stuffed and plain Olives, 10c each; an ideal picnic style; you get a drinking glass as well as the Olives.

Don't wait. Get your supplies early and avoid the rush.

Oranges, Lemons. Delicious Canteloupes, large and sweet, 10c, 3 for 25c. Large, heavy Grape Fruit, 7c; 4 for 25c.

"Stone Crest" Cream, as usual, suits where other kinds disappoint, 15c ½-pt. bot.

McGOWN, The Grocer.

Telephone 54.

Real Thing," a space of four inches across three columns.

I notice an interesting tendency on Mr. McGown's part to feature Nation-

would write in and let us all know how this plan works. Does it bring him direct orders for the goods? Can he always fill those orders at a profit? Does

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



In every drop of
MAPLE

We have put the quality that gives lasting and delightful flavor

ORDER YOURS FROM
JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.
H. H. SIMPSON, 841 Elm St., Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—5½ cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross. J. B. LOSEY, Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 5 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric

lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are DSA quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY CO.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped

with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Do Women Say This to You?

"Oh, no, I don't want to bother with it—it spoils too easily."

This is the spoken or unspoken reason hundreds of women have for not using **Rennet** regularly in their homes. All such women will buy **James T. Shinn's Liquid Rennet**, for every bottle is guaranteed. We can safely guarantee it because its making is as scrupulously clean as anything can be.

We also guarantee it to do its work with milk in three to five minutes—that's another point to use with women who haven't been using rennet.

And here is the argument to use with you—**Shinn's Liquid Rennet** pays you 100 per cent. profit.

Shinn & Kirk, 1400 Spruce St., Philad'a.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

FOR SALE.—Advertising pencils bring results; \$1.25 per gross up. Sample free. Grabill & Co., Lancaster, Pa. 21

WANTED

WANTED.—A used cash register. Must be in good condition and cheap in price. Address W. E. Jones, Greenwood, Del. 20

WANTED.—I want to buy a second-hand meat refrigerator, in good condition. State size and price. Address Luther G. Welch, Bridgeville, Del. 20

WANTED.—Waste paper baler, new or second-hand; must be in good condition. Address Bauer & Harrison, 620 N. Second street, Philadelphia. 20

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

STORES

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Store, established 25 years, doing \$35,000 or more a year. Will sell for \$3,500. Carries \$3,500 worth of stock. Address G. H. Hullfish, New Brunswick, N. J. 20

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—General store and stock for sale. Established 25 years, \$50,000 to \$60,000 annual business. In center of New Jersey's best farming district. This business can be greatly increased;

it is a great opportunity for some one. I am selling on account of poor health. Address Chas. A. Spaulding, Allentown, N. J. 22

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FOR RENT.

FOR RENT.—Two stores, with ware-rooms and residences, about January, in a desirable location in Bethlehem, Pa. Address owner, E. G. Koegel, Lehigh, Pa. 19

FIXTURES

FOR SALE.—One Troemner electric coffee mill, direct current (Electric Co. of Conshohocken changing to alternating current), 500 volts, speed 400, amperes 1. Cost new \$185, will sell for \$50, as the electric company pays a part of the loss.

Also one Minnick wooden paper baler, never been used. Cost \$17.50, will sell for \$12. Makes bales of about 60 pounds. Address P. J. Leary, 37 Fayette St., Conshohocken, Pa. 23

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost \$30. Also one rotary beef cutter, with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 23

FOR SALE.—A Johnston swing knife meat cutter, for which I paid \$40, used less than two years, in perfect condition, for \$7.50. An Enterprise cutter for \$2.50, and a peanut hotter, costing \$8,

for \$2, f. o. b. Slatington. Address E. F. Kern, Slatington, Pa. 21

MISCELLANEOUS.

FOR SALE.—Would like to make arrangements with first-class retail merchants in large towns and cities to handle some of my strictly fresh eggs. Address Luther G. Welch, Bridgeville, Del. 24

FOR SALE.—One six-spring light wagon, covered sides, new top, good condition; \$20. Address W. H. MacMahon, 4300 Fleming street, Roxborough, Philadelphia. 21

AUTOMOBILES

FOR SALE.—A Ford delivery car in good condition; cheap. Address Crocker & Ellis, Fredonia, N. Y. 21

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

A Bright Store

is a prosperous store. Look up and down your street and see which stores are doing the big business.

¶ You will see that the well-lighted stores—the Electrically lighted stores—are the ones which are prosperous.

¶ We will be glad to assist you in installing the most economical and efficient lighting system for your store.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to see why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT'S
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

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No. 20.



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All Checks and Drafts payable to the Gro-
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An independent journal published ex-
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chants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Contributed.

How English Grocers Have Handled the War Problems

Grocers' Federation Combined With the Government at the Outset to Keep Down Food Prices. Nevertheless Granulated Sugar Reached Twenty Cents Per Pound. Butter Also Got Very High. Situation Now Settling Itself.

On the morning of August 4th last, which day followed the realization of the English people that they were actually at war, when grocers opened their shops they were through that and the two or three succeeding days inundated by the most prosperous section of the wealthy and of the working classes. Demands were made for supplies of goods in abnormal quantities; ladies drove to the grocers' shops in motor cars, asking for a case (100 pounds) of cube sugar, for one or two sides of bacon, for sacks (280 pounds) of flour, and other things on a similar scale. It seemed to this sort of purchaser that we were to be in a state of siege, that our supplies would be cut off and that it was necessary for the shrewd who had the means to lay in large stocks.

This panicky state of things naturally alarmed every storekeeper. The more thoughtless acted as if the millennium had arrived and that they were to make fortunes in a day. They parted with their stocks at the normal prices in most cases. The shrewder ones, however, put up prices to such an extent that 20 cents per pound was paid for white granulated sugar, 24 cents per pound for lump sugar, 36 cents per pound for bacon, 48 cents per stone (14 pounds) for flour and similarly wild charges.

In anticipation of some such state of things the Grocers' Federation submitted a proposal to the Cabinet that a committee of prominent grocers should be formed, who, out of their experience, should make recommendations to the government as to maximum prices. This voluntary action was gladly accepted and a strong committee, including the proprietors of the principal "chain store" businesses and members of the Grocers' Federation, was formed within two days, and on August 8th the government issued, on behalf of this committee, the following announcement:—

To meet the position caused by the abnormal conditions, the following prices are recommended as maximum retail prices for August 7th, 8th and 10th. Further announcements will be made on August 11th. It is hoped with the assistance of the Government that the difficulties in obtaining supplies may be speedily overcome.

| | per lb. |
|---------------------------------------|---------|
| Granulated sugar | 9c |
| Lump sugar | 10c |
| Butter | 36c |
| Cheese (Colonial) | 19c |
| Lard (American) | 16c |
| Margarine | 20c |
| Bacon (Continental) by the side | 32c |
| Bacon (British) by the side.... | 36c |

This statement was published in all the daily and weekly press throughout the United Kingdom and had a wonderful effect in allaying the anxiety of thrifty housewives, and still better, in stopping the looting of grocers' shops which had already commenced in certain working class districts in both London and the provinces.

This advisory committee to the government continued to meet twice a week throughout the whole of August, issuing its recommended prices regularly. These were adopted very generally as the maximum. The fierce competition between the "chain shop" stores and the co-operative societies, however, brought a lower margin of prices in ordinary business, and generally speaking in the great commercial centres retail prices were at least one-third less than the maxima above quoted. As the days went by and the various shipping routes were declared safer public anxiety was allayed and trading in groceries and provisions assumed a much more normal condition.

It was discovered very soon, however, that the article concerning which there was most anxiety was sugar. Prior to the war the normal consumption of sugar was 35,000 tons weekly and as two-thirds of this came from Germany, Austria and Russia, it was evident that there must be a shortage as these sources of supply came to a dead stop. About July 26th Germany

and Austria had forbidden its exportation and quantities of sugar which were actually loaded into vessels for dispatch from German and Austrian ports were detained and have never yet crossed the sea. This led to great confusion among the retail distributors. Some were, of course, well bought; others, who were dependent upon their contract supplies found that they had no sugar forthcoming in August. Every one tried to get his August contract deliveries, but in vain and this caused the wholesale prices to rise very rapidly, as much as \$15 per cwt. (112 pounds) were asked and obtained for white refined sugar. Obviously, to retail such sugar at 9 cents per pound was a very unprofitable proceeding. The government promptly realized this danger, and to meet it went into the market and became buyers of unrefined sugar on a very large scale, so that by the end of August the government were the largest holders of unrefined sugar in the United Kingdom. They then set up a Royal Commission on Sugar Supplies, through which the government could be advised as to the prospects of the sugar markets and also as to the arrangements necessary to keep British refiners supplied with the unrefined article, so that they might work at full time and turn out refined sugar for home consumption.

Unfortunately the capacity of the British refiners is only equal to the supply of about two-thirds of the normal quantity required by the consumer. These high prices, however, have attracted some sugar from America, from Italy and from Spain, but even these new sources of supply were quite unequal to the normal demand. The government therefore arranged for British refiners to turn out granulated sugar at from \$7.50 to about \$9 per cwt. and fixed the minimum prices at which sugar should be retailed at 7.5 cents for granulated and 8.5 cents for lump sugar, this being an endeavor to check the consumption by raising prices. To accomplish this, as will be imagined, is a huge task and it says a great deal for the retail storekeepers that, generally speaking, this minimum price has been adopted and is maintained at the time of writing. The result has thus far been a very satisfactory decrease in consumption, which may enable the trade to tide over the period until the end of October

when foreign supplies of sugar may come in in larger quantities.

It will thus be seen that sugar has been the one cause of anxiety and has necessitated very great efforts to cope with the difficulties thus created.

Both butter and bacon, however, have likewise been very difficult articles, inasmuch as the chief source of supply for the great industrial districts of the north of England particularly is Denmark. The dangerous condition of the North Sea has made it difficult to obtain regular supplies, with the result that the wholesale price of butter ran as high as \$44 per cwt., with the improved safety of the North Sea these prices have somewhat decreased.

A comparison of prices in the second half of July, i. e., before the war, and the first week in September shows that bacon has increased in the wholesale price of from 3 to 4 cents per pound, butter (in all sorts but Danish) an increase of 1 cent per pound, cheese an increase of 3 cents per pound, lard an increase of 2 cents per pound, margarine an increase of 2 cents per pound. Sugar shows an increase of from 4 to 5 cents per pound. On most other articles in general consumption the increase has been about 10 per cent. It will thus be seen that in the early period of the war prices, generally speaking, were higher, but now the nation seems to be settling down to a more regular condition of things and on the whole it must be said that the British nation has, so far, not very seriously suffered in the matter of prices.

Financial difficulties became evident in what may be called the higher branches of commerce and the action of the government in proclaiming a moratorium, where the payment of debts exceeding a certain amount was suspended for a month, has proved very useful, generally speaking. It has been of great assistance to bankers and on the whole it must be said that the bankers have behaved very reasonably.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

COMPLETE DISPLAY OUTFIT FREE

With the Grocery World Assortment of Ivins' Fancy Cakes

¶ These are the cakes on which Ivins has made his great reputation. Exceedingly attractive in appearance, of delicious eating qualities and made without the use of artificial colors, chemical preservatives or any other cheapeners or materials of doubtful standing, these widely advertised cakes will add to the profit and prestige of all stores that sell them.



SPECIAL OFFER

ONE DISPLAY RACK and
FOUR GLASS DISPLAY COVERS

(As Illustrated)

GIVEN FREE WITH THE FOLLOWING ORDER:

- | | |
|--------------------------------------|--------|
| 1 Pail Ivins' Sweet Marie | |
| About 6½ lbs., @ 15c per lb. | \$0.98 |
| 1 Pail Ivins' Chocolate Butters | |
| About 7½ lbs., @ 16c per lb. | 1.20 |
| 1 Pail Ivins' Fruit Dessert | |
| About 6½ lbs., @ 15c per lb. | .98 |
| 1 Pail Ivins' Assorted Bon-Bons | |
| About 5½ lbs., @ 16c per lb. | .88 |
| 1 Pail Ivins' Chocolate Dip | |
| About 6 lbs., @ 16c per lb. | .96 |
| 1 Pail Ivins' Butters | |
| About 7½ lbs., @ 15c per lb. | 1.12 |
| Total net cost about \$6.12 | |

FREIGHT PAID to any point in Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia. Shipments to other points will be made f. o. b. Philadelphia, less a freight allowance of 25 cents.

SALES GUARANTEE If goods are not satisfactory return all or any part at our expense within forty-five days from date of bill and we will give you credit at full cost price or refund your money if bill has been paid.

In ordering be sure to specify "Ivins' Grocery World Assortment"

J. S. IVINS' SON, Inc.

BAKER OF GOOD BISCUITS

625-627 North Broad Street

::

In Philadelphia since 1846

in the facilities which they gave to the trade.

Employment has been fairly good, although in certain trades there has necessarily been much unemployment. But this is being met by the network of committees that has been created and which reaches into the remotest country village and into the lowest slum of the densely populated districts. By means of these committees serious want has been relieved, large sums of money having been raised. Already the Prince of Wales' relief fund, which was started at the opening of the war, has reached \$11,000,000, whilst other funds, such as the Red Cross ambulance, the Queen's fund for the relief of unemployed.

The retail storekeepers of the nation have not been behind in the general display of enthusiasm. In every town are to be found grocers who have both contributed themselves and collected sums of money towards the various national funds that have been established. Their action at the outset in advising the government as to prices has proved a national benefit.

ARTHUR J. GILES,
President Grocers' Federation.
London, Eng., November 6, 1914.

October Failures Exceed Last Year's.

In all Lines Shows a Large Increase Over October 1913. Largest Increase in General Stores and Grocery Stores.

The figures showing mercantile failures for October are interesting—practically in all lines they show an increase over October, 1913. The figures follow:—

General Stores.—October, 1914, 166; liabilities, \$1,407,295; October, 1913, 146; liabilities \$972,411.

Grocery Stores.—October, 1914, 290; liabilities, \$962,305; October, 1913, 253; liabilities, \$1,208,077.

Clothing and Furnishing.—October, 1914, 121; liabilities, \$1,310,399; October, 1913, 79; liabilities, \$783,688.

Dry Goods.—October, 1914, 64; liabilities, \$1,474,201; October, 1913, 46; liabilities, \$381,342.

Shoes, Etc.—October, 1914, 34; liabilities, \$251,850; October, 1913, 29; liabilities, \$317,410.

Hardware.—October, 1914, 37; liabilities, \$407,050; October, 1913, 30; liabilities, \$456,128.

Week's Canned Goods Sale That Moved a Thousand Cases in Two Moderate Sized Stores.

Something From Actual Experience Which Shows What a Trade-Bringing Feature the Annual Canned Goods Sale Can Be. Philadelphia Retail Grocery Firm's Four Years' Experience.

The "Modern Merchant and Grocery World" has been furnished with some matter which shows conclusively what a big trade bringer a canned goods sale can be for the retailer, even for the retailer of small or moderate size. Canned

sale lots if made to see that it pays them to do so.

The matter referred to above was issued by Kerr Bros., proprietors of two stores at 3530 North Seventeenth street and 3100 North Sixteenth street, Philadelphia, to ex-

A similar campaign for the sale of highest quality canned goods has been launched each succeeding year with even greater results, and we now call to your attention for the season 1914-1915 the following catalogue, combining a large assortment of various brands of canned fruit, vegetables and other delicacies, all carefully selected with a view to quality, purity and consistent economy. We suggest comparison of prices for goods of equal quality. The purchase of a few dozen assorted cans at this time for the winter's use would, we believe, prove a wise and profitable investment.

KERR BROS. MARKETS.

Any plan of merchandising that can move—in two moderate-sized stores—a thousand cases of canned goods in one week is a good thing. The publication from which the above was taken contains eight pages and is very finely printed on extremely good coated paper. The front page bears the photograph of the four members of the firm, and the inside is devoted to canned goods offerings. A typical page reproduced above in about one-third the original size.

Largest Food Adulteration Fine Ever Imposed Just Paid by Ohio Wine Company.

Amounted \$1,500 and Covered Several Violations. Cleveland (Ohio) Police House Also in the Toils of Several Counts. Government Brings Many Other Prosecutions Under Federal Food and Drug Acts.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
November 13, 1914

The largest fine so far imposed under the Federal Food and Drug Act has just been imposed on Sweet Valley Wine Co. of Sandusky, Ohio. It was \$1,500 in costs, and covers a number of different shipments of adulterated and misbranded wines from Ohio to various other States.

A fine of \$200 and costs was imposed on H. Kohnstamm & Co., Chicago, Ill., for the interstate shipment of yellow egg shade coal color which was adulterated. The product is used as an ingredient in the preparation and manufacture of confectionery products. Samples of the product showed that arsenic had been mixed and packed with it so as to affect its quality injuriously.

A fine of \$100 was imposed on Vincenzo Marrone and Rocco I. faro, of Utica, N. Y., for the shipment in interstate commerce of

Tomatoes

"Tartan" Brand

13 Cents a Can
\$1.45 a Dozen
\$2.75 a Case
2 dozen to case

Because we believe "Tartan" to be unsurpassed by any other brand—we have selected it as one of the leaders in this sale. Large, red-ripe, almost whole.

"Montco" Brand

12 Cents a Can
\$1.35 a Dozen
\$2.65 a Case
2 dozen to case

In large, sterilized cans, packed full of the farm's finest product.

"Eureka" Brand

9 Cents a Can
\$1.00 a Dozen
\$1.95 a Case
2 dozen to case

Choice quality Tomatoes at an exceptionally low price.

"Wildey" Brand

In Small Cans
7 Cents a Can
80 Cents a Dozen
\$1.55 a Case
2 dozen to case

The ideal size for the small family—choice Tomatoes, too.

Peas

"Montco" Brand

18 Cents a Can
\$2.00 a Dozen
3.90 a Case
2 dozen to case

Extra small, tender garden Peas, uniform in size, of natural flavor. Picked and packed in the first-half of June when Peas are at their best.

"Lilliputian" Brand

15 Cents a Can
\$1.65 a Dozen
3.25 a Case
2 dozen to case

Small, sifted. Superb quality.

"Oakland" Brand

13 Cents a Can
\$1.50 a Dozen
2.90 a Case
2 dozen to case

Probably the best value of all. Exceptionally fine, tender Peas of medium size.

"Fidelity" Brand

9 Cents a Can
\$1.00 a Dozen
1.95 a Case
2 dozen to case

The price is low. Such quality is not often found in Peas at this price.

Spinach

13 Cents a Can
\$2.85 a Case

Green as shamrock, thoroughly cleansed, mighty convenient

"Montco" Brand

\$1.45 a Dozen
2 dozen to case

Lima Beans

15 Cents a Can
\$3.40 a Case
\$1.75 a Dozen
2 dozen to case

We have never found their equal in any brand, at any price. So small, green and tender; they make friends wherever served.

String Beans

"Montco" Brand

15 Cents a Can
\$3.35 a Case
\$1.70 a Dozen
2 dozen to case

Deservedly popular. Every bean is stringless. Choice tender snapshots.

"Servus" Brand

13 Cents a Can
\$2.90 a Case
\$1.50 a Dozen
2 dozen to case

Very fine, tender beans. Uniformly small, absolutely stringless

goods sales originated with the department stores, and were efforts to induce consumers, at certain times of the year, to buy canned goods by the dozen or case. A discount from the price of one can was always offered. The canned goods sale is now an established autumn feature with the large stores, and with a constantly increasing number of small stores. The experience of all of them has been that a considerable number of consumers will buy in whole-

plot their fourth annual Canned Goods Sale on November 2d to 9th. The growing importance of the Canned Goods Sale as a business institution is revealed by the following statement which this firm make:

Had it been suggested a few years ago that in a retail store doing a fair suburban business, 1,000 cases of canned goods could be sold and delivered within a week, we confess that we should have regarded the accomplishment of such a feat well-nigh impossible. That during the week of October 3 to 8, 1911, upwards of 1,000 cases were actually disposed of at our stores is an actual fact.

alled olive oil or cottonseed oil, which was adulterated and misbranded. The product was alleged to be adulterated because its label represented it to be pure olive oil, cottonseed oil, whereas it was not, and misbranding was alleged, among other reasons, because the label might lead the purchaser to believe that it was a product of foreign manufacture, when in fact it was a product of local manufacture.

A fine of \$60 and costs was imposed on the Schorndorfer & Eberhard Co., alias the Miller-Eberhard Co. of Cleveland, Ohio, for misbranding of preserves. These preserves were called "Pure Blackberry and Apple," "Pure Cherry and Apple," "Pure Pineapple and Apple," "Pure Strawberry and Apple," and "Pure Raspberry and Apple." The different brands of the preserves contained phosphoric acid in amounts varying from .23 per cent. to .83 per cent. Phosphoric acid is not a normal constituent of "pure preserves."

A number of small fines have recently been imposed on individuals in Washington, D. C., for offering for sale a quantity of so-called butter which was adulterated and misbranded. The penalty in each case was imposed, not because oleomargarine, an imitation butter, was offered for sale, but because it was substituted in whole or in part for butter and offered for sale as butter.

The following individuals, or pairs of individuals, have been fined \$10 each for selling or offering for sale adulterated and misbranded butter: John Nacos, Chas. B. Georgian, William M. Burt, Wesley L. Sadler, Thomas Stathes, Charles B. Simmons, Roy B. Snauffer, George Zagors, Hugh Hanger, Samuel Augenstein, Charles H. Fred, Bert H. Brockway, George M. Lefas, William Assimack, Geo. Lambros and George Wen.

Other cases of adulteration and misbranding of food products noted in recent Notices of Judgment of the Department are as follows:—

Cider—National Fruit Products Co., Memphis, Tenn. Adulteration and misbranding; \$75 and costs (3 cases).

Scuppernong wine and Catawba unfermented grape juice—The Bay View Wine Co., Sandusky, Ohio. Adulteration and misbranding; \$25 and costs.

Salad dressing—Miller-Eberhard Co., Cleveland, Ohio. Adulteration and misbranding; \$20 and costs.

Tomato catsup—The Schorndorfer & Eberhard Co., Cleveland, Ohio. Adulteration and misbranding; \$20.

Confectionery—Candy Bros. Mfg. Co., St. Louis, Mo. Misbranding; \$10 and costs.

Sugar butter—Marshalltown Syrup and Sugar Co., Marshalltown, Iowa. Adulteration and misbranding; \$10 and costs.

Preserves—Castleman - Blake-more Co., Louisville, Ky. Adulteration and misbranding; \$10.

Oysters—Rollie H. White, Washington, D. C. Adulteration; \$10 (2 cases).

Oysters—E. H. Hammond & Co., Washington, D. C. Adulteration; \$5. HOLT.












Filthy Horse Meat Scandal at Louisville, Ky.

The agitation in Louisville, Ky., over the sale of horse meat to consumers has been further intensified by the exposure in the affidavit of Al Koch, one of the convicted butchers, that dogs were also served to the public under the guise of "coons" or "shoats." Charges and counter charges of official incompetency that let such affairs exist have been made, and a shake-up is promised following the prosecution of the meat sellers. The convicted men declare that they have been made the "goats" for others higher up who are protected by their influence and standing. The Butchers' Protective Association protests to the public that its members are not slaughtering or selling bad meat. The Retail Grocers' Association also declares that such meat is not being sold by association grocers. It appears that meat inspection in Louisville failed to detect this imposition upon the public until it had become flagrant, and the newspapers, while urging the adoption of a meat inspection ordinance, recommend the study of the Federal meat inspection law passed by Congress about eight years ago.

If You Read Nothing Else in This Paper, Read Ivins' Advertisement.

In its generosity, it is one of the most remarkable advertisements ever published by a cake and cracker manufacturer. Messrs. J. S. Ivins' Son have prepared a "Grocery World assortment" of their choicest specialties, at a total price within everybody's reach (\$6.12). They send a display case free, prepay the freight and guarantee the sale of the assortment within 45 days. It is a splendid offer and should be accepted by a large proportion of "Modern Merchant and Grocery World" readers.


Messrs. J. S. Ivins' Son, Inc., use the highest grade materials in their crackers and cakes which it is possible to buy. Their products are very fancy. —Advt.

National Selling Service












National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer who carries National Biscuit Company goods. It is a steady producer of results.

Successful grocers are always ready to take advantage of new goods introduced by National Biscuit Company. They know that the quality of the goods is beyond question and that they will be widely advertised.




SNAPAROONS—our newest product—are now on the market. Order a stock of SNAPAROONS now. They have a rich cocoanut flavor and retail at 10c a package.

NATIONAL BISCUIT COMPANY

DICKINSON'S

Package POP CORN



1 lb. package sells at 10c

The very mention or sight of Popcorn "makes your mouth water" doesn't it?

Your customers see the nicely colored package, or your clerk mentions it — ZIP — the sale is made.

Dickinson's Package Popcorn is the "little automatic salesman" — it sells butter, salt, sugar, honey, etc. All of these things are used with Popcorn.

Tell your jobber to send a trial case. Let the "little automatic salesman" work for you.

THE ALBERT DICKINSON COMPANY

WHOLESALE SEED MERCHANTS - CHICAGO

Packers of SANTA CLAUS — the nickel package. GLOBE shelled or ear corn in bulk.

WITH THE EDITOR

There is food for thought in a statement made by "Printers' Ink" in a recent article on "How the Chains are Taking Over the Retail Field."

After demonstrating that there are five hundred chains of grocery stores in the United States, comprising 8,000 stores, and that in all lines there are 2,788 chains totaling 30,549 stores, "Printers' Ink" finds that in eleven years in Greater New York chain stores have increased nearly seven times as fast as single stores! In 1903 there were 8,750 retail grocery stores all told, of which but 215 were chain stores. In 1914 the total number was 13,513, of which 985 were chain stores. The percentage of increase in all stores was 54 per cent. and in chain stores 360 per cent.

The figures are not compiled as to other cities, but doubtless they would show about the same—in cities where chain store concerns have established themselves. There are no chain stores in some cities, notably those of the West and South, but in all cities like New York and Philadelphia, where the chain stores are a feature of the trade, they have doubtless grown faster—much faster—than the regular stores.

Why have they? Because with every new branch store that opened for a chain grocery establishment, there has been so much less incentive to open a single grocery store—

less incentive because of less chance for profit. Most of the chain store concerns are headed by shrewd, far-seeing merchants. They spend money lavishly to get the best brains in the business around them, to advertise largely, to do everything else to attract business to themselves. With many of the chain stores, even if they sold at higher prices than the single stores that competed with them, they would stand a better chance of getting the business, because they are better exploited. William Smedley, of Philadelphia, who has been secretary of the Philadelphia Retail Grocers' Association and secretary of the Acme Tea Co., spoke truly when he said recently that the big chain stores are constantly putting out ideas that the single storekeeper could adopt with profit.

The following is from a daily paper published a day or two after the recent election:—

Congratulations to the Merchants of Four States.

Thirteen States now have laws prohibiting the sale of alcoholic beverages as a result of Tuesday's election, on the face of to-night's returns, which show that prohibition was adopted in Arizona, Washington, Oregon and Colorado.

The States which prohibit the sale of liquor are: Arizona, Arkansas, Colorado, Georgia, Kansas, Maine, Mississippi, North Carolina, North Dakota, Oregon, Tennessee, Washington and West Virginia.

Alabama at one time adopted a prohibition amendment, but later rescinded it. Part of Oklahoma that was formerly Indian Territory is also prohibition and South Car-

olina is largely so under various acts. A score of States have local option laws.

The "Modern Merchant and Grocery World" congratulates the merchants of Arizona, Washington, Oregon and Colorado upon their entrance into a happy state into which the rest of us will inevitably come, sooner or later. They have rid themselves of the greatest destroyer of business that God ever allowed to encumber the earth. Men who can buy no liquor will not only buy more necessities, but they will be able to earn more to buy with.

The war of words over the proper status of specialty orders continues, and seems as far from being settled as the war in Europe. Last week somebody came into this office burning alive with a story he had just been told by a retailer. He wanted it published, and it will be. It appears that the retailer in question had just made the statement that he gave an order to every specialty man that came into his store.

When those orders finally reached the jobber through whom they were to be shipped, however, they encountered a standing instruction which the retailer had given, that no attention whatever was to be paid to any of them—they were to be forthwith thrown away!

The person who brought this story to us thought it was a most vicious example of the view some

merchants take of specialty orders. And so it is, but the person most to blame for it was not, we believe, the jobber—as our informant contended—but the retailer. Surely no jobber is to be blamed because he discards orders which he is told in advance will not be accepted.

No retailer has the slightest shadow of a right to treat signed orders in this way. It is despicable, it is unfair to everybody, particularly the salesman, who is usually a deserving young fellow, working hard for what he gets. His house blames him when his customers cancel orders.

The answer this retailer would make is probably the same that the writer has heard other retailers make in similar cases: "What am I going to do? These salesmen come in here by the dozen and try to sell me what I don't want. They won't take no for an answer, and they bother me to death. The only thing I can do with some of them is to sign their orders and cancel them afterward."

In some cases there is something in this. The writer has seen salesmen who were offensively persistent and who almost literally had to be kicked out of a store before they would go. But they are the exceptions. The average specialty salesman is a gentleman and can easily be gotten rid of. A firm and positive statement "I don't want the goods" will almost always serve—it is cowardly to sign and cancel merely to escape being firm.

Foot and Mouth Disease Hits Pittsburg Meat Trade.

Many Cows Have to be Killed and Small Retailers Suspend.

Special Correspondence of "Modern Merchant and Grocery World."

Pittsburg, Pa., Nov. 13, 1914.

Since the outbreak of foot and mouth disease a week ago more than 200 cows have been killed in Pittsburg and vicinity and a large number of herds suspected of being infected are under quarantine. A large corps of government inspectors and agents of the State Health Department are at work in this end of the State. No cattle remain in

the Herrs Island stock yards, one of the biggest in the country.

Pittsburg's small meat dressers and butchers are rapidly being forced to suspend business temporarily because of the quarantine on cattle. West Virginia is the only channel through which cattle may be shipped into this State, as all other States touching upon the borders of Pennsylvania are under quarantine. It is likely every county in this State will be placed under quarantine. Then the small independent butchers will be forced out of business, as most of them get

all their cattle for butchering in the immediate vicinity.

P. I. D. V.

American Investors Invited to Invest in Canned Lobster.

During the year ended November 30, 1913, 9,249,796 pounds of canned lobster were exported from the Maritime Provinces of Canada. Prince Edward Island, the smallest of these Provinces, provided \$986,364 worth of this product, while the total amount exported from these Provinces was valued at \$3,408,992. The output of the lobster canneries this year will be about the same as that of last year, and the largest portion of it has been sold to dealers at very high prices, ranging from \$18 to \$22 per case of 48 pounds. About

one-third of this is yet in the hands of Canadian dealers, 25,000 cases of being at Halifax alone, while 30,000 cases shipped to France by local dealers cannot find a market. England and France consumed two-thirds of last year's production of Canadian lobster. This year there is hardly any sales of such luxuries in Europe. This has affected the market in Canada the small quantities offered at \$10 per case have not been taken. Large quantities are not offered for fear of breaking the market. But thousands of cases could be bought at very low figures. Canned lobsters will keep for years consequently this unprecedented depression in prices affords a good opportunity for American investors, according to the American Consul in Prince Edward Island.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Good Idea.

New York, Nov. 7, 1914.

To the Editor.

Dear Sir:—My attention has been called to an article in your issue of October 12th, in which a list of food products advertised in the October magazines is printed, with a view to interesting retailers in articles for which the manufacturer has created a demand.

Wouldn't it be a good idea to print a list of food products advertised nationally in the newspapers, for which, owing to the localized character of the advertising, an actual demand is created upon the dealer's store?

This organization, working through the newspapers of this country and Canada, has been interesting retailers in National products handled by them and advertised in the newspapers. During the week of October 19th-24th this interest was crystallized into a gigantic general window display plan. Probably 20,000 dealers in 300 cities made special displays during that week of newspaper advertised products.

I think there is an important significance attached to this willingness of

the dealer to push products advertised in the newspapers, and I think that some mention of it would be of interest to your readers.

Yours truly,

WILLIAM A. THOMAS,
Director American Newspaper Publishers' Association.

We think this is a good idea, but it is not easy to see where we could get a list of what is being advertised in newspapers all over the country. Without much trouble we can read all the principal magazines, but it would be impossible to keep in touch with all the newspapers.

Usual Fee For Selling a Business.

Philadelphia, Nov. 12, 1914.

To the Editor.

Dear Sir:—Will you kindly inform me through your valuable paper what the regular commission is for selling a grocery stock, fixtures and good will. I sold my business for \$2,000 and there is a doubt about the fee the agent

should get. I got the buyer and he transacted the business.

Thanking you for an early reply, I remain,

Yours truly,

E. F. K.

Fees for selling a business do not appear to be as uniform as fees for selling real estate and such property. Perhaps the majority of agents charge 5 per cent. where the selling price is less than \$5,000 and 3 per cent. where it exceeds \$5,000. There are agents, however, who will charge only 2 to 3 per cent.

As to the American Grocers' Society.

Parryville, Pa., Nov. 12, 1914.

To the Editor.

Dear Sir:—About two months ago I read a letter from the American Grocers' Society, a letter, "How would you like to buy Ivory soap at \$6.73 instead of \$7," and mentioning other articles and prices accordingly. Last of all they said send for booklet, "Quit Working for Others."

Some of their prices appealed to me and I sent for it. About four weeks afterwards I received the booklet I am inclosing and also a letter in which they say to get these prices I must buy four shares of stock at \$12.50, or \$50. Then they will send me 200 articles from which to buy.

Now, to make the story short, I have been caught napping before on just such schemes and would like to know whether you or any one else knows anything about the American Grocers' Society of Newark, N. J.

As I am preparing this a specialty man comes into the store and I gave him an order for merchandise through a

first-class Philadelphia house. When he asked me whether I knew anything about the American Grocery Co. of Newark, I told him what I knew and he said in all his travels he had received one order for goods to be shipped through the American Grocers' Society, and that was in Palmerton, Pa. I have since found out their agent in Palmerton is advising quick action, as stock would advance in two weeks.

Yours truly,

J. D. P.

The "Modern Merchant and Grocery World" does know something about the American Grocers' Society and has advised its subscribers not to invest in it. The result of some investigation into this scheme were published in this paper of October 12th, copy of which has been sent this correspondent.

Cost of an Oleo Department in Pennsylvania.

Williamsport, Pa., Nov. 12, 1914.

To the Editor.

Dear Sir:—Could you furnish us with a rough estimate of the approximate cost of starting an oleomargarine or butterine department? Also the names of good reliable refrigerators firms that make coolers to keep the same in.

Yours truly,

SIMON'S GROCERY CO.

There would be very little expense outside the retail license, which is \$100. In addition, there would be only a small stock, which could be as small to begin with as you like. All the advertising matter would be supplied by the manufacturer. No special cooler is needed for oleomargarine; it can be kept in

Color Sells Butter

You sell butter and know that it sells on its color and taste.

Dandelion Brand Butter Color

Gives butter the rich June shade. Sell it to your dairymen customers.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

a regular butter refrigerator. If you need a cooler, correspond with the Howe Scale Co., 508 Market street, or the Ridgway Refrigerator Co., 3519 N. Lawrence street, Philadelphia.

It Paid.

Conshohocken, Pa., Nov. 11, 1914.
To the Editor.

Dear Sir:—I put an ad. in your paper that I had an electric coffee mill and a paper baler for sale. I have had three calls for the coffee mill and have shipped it to Lancaster, thanking you for your assistance in disposing of same. The paper baler I still have for sale, and am willing to sell it for \$10, instead of \$12.

Yours truly,
P. J. LEARY.

An Error Corrected.

North Wales, Pa., Nov. 10, 1914.
To the Editor.

Dear Sir:—In your issue of this week's paper, in Mr. Sweeney's remarks, we noticed the article about the weight of apples to the half peck. Your article says that a half peck of apples should weigh 30 pounds. Is this correct? We think it should be 30 pounds to the half bushel, as we do not know of any apples that would weigh 30 pounds to the half peck.

Your article was very interesting and we enjoyed it very much, as we do all of your news, and we hope to receive an answer to this concerning the apple question. Awaiting your reply, we are,
Yours truly,

DE HOUTP'S GROCERY, INC.

The statement which we put in Mr. Sweeney's mouth that "a half peck of apples should weigh 30 pounds," was a reporter's error. A half peck of apples weighs only 12½ pounds, as there are but 50 pounds in a bushel under the new law and four pecks.

We have also received another inquiry on the same subject.

As to a Collection Agency.

Greencastle, Pa., Nov. 10, 1914.
To the Editor.

Dear Sir:—What do you know about the Merchants' Reporting and Collecting Agency, of Baltimore, Md.? There is a man here soliciting business for a firm by that name and I would like to hear from some one for whom they have collected.

Yours truly,
W. SCOTT HOSTETTER.

We advise patronizing neither this nor any other collecting agency.

Paper Box Manufacturers.

West Chester, Pa., Nov. 10, 1914.
To the Editor.

Dear Sir:—Please give us the name and address of a few makers of paper boxes.

Thanking you in advance, we remain,
Yours truly,
H. D. HUBBS.

Schoettle Paper Box Co., Front and Laurel streets; Stevenson Mfg. Co., Huntingdon and Reese streets; Peerless Paper Box Mfg. Co., 1432 N. Randolph street, all Philadelphia.

A Scranton (Pa.) Collection Agency.

Latrobe, Pa., Nov. 5, 1914.
To the Editor.

Dear Sir:—Can you give us any information about the Empire Adjusting

and Collecting Co., of Scranton, Pa.? They claim to be different from any other collecting agency. Their contract seems fair and they do not charge over 25 per cent. for any collections.

Inclosed find stamped envelope for reply, which we will appreciate very much.

Yours truly,
BRIDGE & GEARY.

We suggest writing to J. E. Rittenhouse, secretary Grocers' Circle, Scranton, Pa.

The American Grocers' Society Again.

Palmerton, Pa., Nov. 10, 1914.
To the Editor.

Dear Sir:—What do you know of the American Grocers' Society, Inc., 31 Clinton street, Essex Building, Newark, N. J.? Would you consider it safe and profitable to buy the required number of shares and become a member of it?

Yours truly,
J. H. SCHROPE.

We have published considerable matter about the American Grocers' Society and have always advised inquirers not to invest any money in it.

ASSOCIATION NEWS.

Pennsylvania Retail Merchants' Association.

The committee in charge of reconstructing the Pennsylvania plan in use by the above organization have submitted the following report:—

To give every association an equal chance to win a prize, \$2,000 will be divided into 23 prizes and \$500 divided pro rata among the associations sending delegates to the convention, making a total distribution of \$2,500.

Fifteen hundred dollars of merchandise listed in the Pennsylvania Plan, between August 1, 1914, and July 31, 1915. Awards will be made only on reports obtained by sales to retail members of local associations, certified to by local secretary on forms provided. These reports must be in the hands of the committee by August 15, 1915. Prizes will be awarded by dividing total sales by number of members of the local association handling the Pennsylvania Plan products.

| | |
|------------------------|----------|
| First prize | \$500 00 |
| Second prize | 300 00 |
| Third prize | 100 00 |
| Fourth prize | 100 00 |
| Fifth prize | 100 00 |
| Sixth prize | 75 00 |
| Seventh prize | 75 00 |
| Eighth prize | 50 00 |
| Ninth prize | 50 00 |
| Tenth prize | 50 00 |
| Eleventh prize | 25 00 |
| Twelfth prize | 25 00 |
| Thirteenth prize | 25 00 |
| Fourteenth prize | 25 00 |

Five hundred dollars for mileage. Every mile counts one point. Delegates only. Divided pro rata among associations sending delegates on basis of one point for every mile traveled. Delegates must register previous to noon on second day of convention to qualify.

One hundred dollars to association bringing delegation aggregating largest mileage.

Two hundred dollars for largest increase in membership between August 1, 1914, and July 31, 1915; report to be made to State Secretary not later than August 15,

1915, certified to by president and secretary that members reported are in good standing and per capita to State Association paid to August 1, 1915.

| | |
|--------------------|----------|
| First prize | \$100 00 |
| Second prize | 50 00 |
| Third prize | 25 00 |
| Fourth prize | 25 00 |

Two hundred dollars to agents of Retailers' Mutual Fire Insurance Co. For agents showing the largest percentage of increase on insurance written between August 1, 1914, and July 31, 1915, to be determined as follows:—Deduct from the policy fees paid between August 1, 1914, and July 31, 1915, those paid during the same period last year, if any. Divide the policy fee increase by the whole membership of the association as enrolled July 31, 1915; prizes to be awarded to agents securing the highest percentage of increase. Agencies whose fire losses during the period exceeded their premium income are barred. Reports close August 15, 1915.

| | |
|--------------------|----------|
| First prize | \$100 00 |
| Second prize | 50 00 |
| Third prize | 25 00 |
| Fourth prize | 25 00 |

Respectfully submitted to the Executive Committee of the Retail Merchants' Association of Pennsylvania by the committee appointed to submit plan for awarding prizes under the Pennsylvania Plan.

J. A. EDGAR, Chairman,
F. B. FARLEY,
WM. SMEDLEY.

American Specialty Manufacturers Association.

Following is the official programme of the annual convention of the American Specialty Manufacturers' Association, which meets in Philadelphia on November 19th, 20th and 21st. The headquarters will be the Bellevue-Stratford:—

THURSDAY, 10 A. M.—OPEN SESSION.

Convention called to order by Louis Runkel, president.

Invocation, Rev. W. H. Roberts, D. D., LL. D.

Address of welcome, Hon. Rudolph Blankenburg, Mayor of Philadelphia.

Response on behalf of the association, W. W. Frazier, Jr., Franklin Sugar Refining Co.

Address, Louis Runkel, president.

Roll call.

Reading of minutes of last meeting.

Reading of minutes of special meeting, October 6th.

Report of Board of Directors.

Reports of officers—president, treasurer, secretary.

Reports of Publicity Committee, A. M. Alexander, chairman; Legislative Committee, A. C. Monagle, chairman.

Appointment of special committees, on resolution; on nominations.

Address, Hon. James Foust, Dairy and Food Commissioner of Pennsylvania.

Address, A. J. Porter, president Shredded Wheat Co. Subject, "Factory Sanitation and Welfare."

THURSDAY, 2 P. M.—OPEN SESSION.

Convention called to order.

Address, Fred. R. Drake, ex-president National Wholesale Grocers' Association.

Address, Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry, United States Department of Agriculture.

Address, Hon. John Barrett, Director-General Pan-American Union. Subject, "South America."

Address, C. T. Lee, sales manager Kellogg Toasted Corn Flake Co. Subject, "Introducing Grocery Specialties."

Reception, 6 to 7.30 P. M.
7.30 P. M., banquet as guests of the Association of Manufacturers' Representatives, Philadelphia.

FRIDAY, 10 A. M.—OPEN SESSION.

Convention called to order.

Address, Albert Kaiser, Trade Relations Committee, the National Association of Retail Grocers.

Address, Charles Wesley Dunn, counsel American Specialty Manufacturers' Association.

Address, Miss Helen Louise Johnson, chairman Home Economics Department, General Federation of Women's Clubs.

Address, S. J. Crumline, M. D., president of the Association of American Dairy, Food and Drug Officials and secretary State Board of Health of Kansas.

Address, F. B. Reeves, Jr., president Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware.

Address, T. B. Wagner, Ph. D., of Corn Products Refining Co. Subject, "Some Problems Under the Pure Food and Drug Law."

Address, Russell R. Whitman, managing director Audit Bureau of Circulation. Subject, "Circulation of Trade Papers, Newspapers and Magazines."

FRIDAY, 2 P. M.—EXECUTIVE SESSION.

Convention called to order.

Report of Nominating Committee; report of presidents of different auxiliaries.

Discussion, led by J. E. Linihan, United Cereal Mills.

Address, members auxiliaries and Philadelphia, New York and Boston Association of Manufacturers' Representatives.

SATURDAY, 10 A. M.—OPEN SESSION.

Convention called to order.

Reports, chairman Trade Sections—Lye, S. W. Eckman; Mince

Meat, Craig Atmore; Soap, Geo. Nowland; Cereal, J. E. Linihan; spice, W. M. McCormick; tobacco, J. A. Bloch; Macaroni, C. F. Mueller, Jr.; Chocolate and Cocoa, C. L. Raynor.

Address, William Beverly Winslow, of Alart & McGuire Co. Subject, "Workmen's Compensation Laws."

Reports, special committees: Nominating Committee; Resolution Committee.

Election of officers.
Induction of officers and directors.

SATURDAY, 2 P. M.

Meeting of new Board of Directors.

Meeting of Trade Sections: Lye, S. W. Eckman, chairman; Mince meat, Craig Atmore, chairman; Soap, Geo. Nowland, chairman; Cereal, J. E. Linihan, chairman; Spice, W. M. McCormick, chairman; Tobacco, J. A. Bloch, chairman; Macaroni, C. F. Mueller, Jr., chairman; Chocolate and Cocoa, C. L. Raynor, chairman.

ECHOES.

Enclosed please find check for one year's subscription to your newsy "Modern Merchant and Grocery World." A live wire look good to me. Thank you for this issue of this week.—H. S. Grov Altoona, Pa.

3

¶ Go into business with \$2000 and sell only nationally advertised brands. At the end of a year you will find that you have probably gotten twice the return that you would had you mostly sold non-advertised brands. ¶ Not that the profit on the individual article is bigger but the advertised brands sell quicker and oftener.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Dom-
ino Products"

Fels-Naptha's

success-history is simple and yet vital to every grocer. Fels-Naptha was original; efficient; thorough; simple; the quality was there, and always kept exactly uniform.

¶ These are the reasons for its steadily-growing popularity.

Advertising
Hasn't Done It

¶ Wheatena is one of the exceedingly few cereals that have attained a vogue and held it without enormous advertising. Each year of our business the demand has increased, not at all through advertising—though we have regularly done some—but through the merits of the product. Wheatena is the greatest repeater on the cereal list.

¶ The tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to over-run his account. Save time, labor, losses, book-keeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

WE HAVE SOLD MILLIONS OF THEM!

Let us send you Free Samples and Literature.

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio



The New York Letter

More Talk About Retailers' High Fruit Profits. Mercantile Exchange Inquiry Begins to Bear Fruit. Free Flour Storage Cut Down. Foods Wanted For Export. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, November 13, 1914.

A writer in a local paper during the week made an interesting comment on prices at which some of the large local department stores were selling fruit. He reproduced some of the advertised prices on apples, mostly those packed in boxes or baskets, and demonstrated that the department store advertising such prices was making more than 100 per cent. profit. An extract from the article is here reproduced:—

An advertisement placed by one of the larger department stores of New York appeared in a noon extra of an afternoon paper to-day and read as follows:—

HALLOWE'EN APPLES.

| | No. in Box. | Box. |
|----------------------------|---------------|--------|
| Delicious apples | 113 | \$3 00 |
| Spitzenberg apples | 113 | 3 00 |
| Winter Banana apples.. | 96 | 3 00 |
| Rome Beauty apples.... | 96 | 2 90 |
| | 5-qt. Basket. | |
| Large King apples..... | | 38c. |
| Fancy Crab apples | | 45c |
| New Pippin apples | | 34c |
| Fancy Greening apples..... | | 34c |

Compared with local jobbing prices for the varieties listed, both in boxes and barrels, this department is making better than 100 per cent. profit. Boxes of the varieties and sizes referred to may be had ad infinitum here at \$1.25 to \$1.50. for the fun of making out a sale ticket and delivering these apples along with calicoes, ribbons and millinery, the modest fee of 100 per cent. does not shock these merchant princes.

Look at those prices on barreled fruit! Reckon 20 five-quart baskets in a barrel (approximately correct), you can see what the profits are when retailed at 34 to 38 cents for Kings, Pippins and Greenings. Assuming they use strictly "A" grade fruit and pay \$3 a barrel and allow 50 cents a barrel to take the fruit to the store and make it up into baskets, it only requires a little mental arithmetic to see how patriotic these department store people really are to put out this fruit and charge a little more than 100 per cent. for their time, trouble and ingenuity.

To my mind, it is perfectly clear that retailers here as well as in all other markets all over the country, ought to be awakened to the fact that they are extorting too much money for their part in purveying apples to the consuming public. A great many fruit stands are charging a nickel a piece for 96s and smaller of Jonathans, Spitz, Delicious, Winter Banana, etc., and many of them have tickets up offering six for a quarter. At \$1.50 per box, for which these retailers can buy this fruit on every side, the cost to them is about 1½ cents a piece, and selling for a nickel a

piece they make 3½ cents gross profit. Assuming the selling cost is 1 cent each—which it isn't, or shouldn't be—it is evident the fruit stand keeper is pulling down his little 100 per cent., too.

Personally, I have interested four or five of these stand keepers to change their prices and sell sizes 72 and smaller, which they can buy around \$1.25, and charge 5 cents a piece, three for 10 cents and eight for a quarter. I believe they find it enables them to sell more fruit, and thus come in line with others in the trade who are looking to increased volume for their profits instead of holding for 100 per cent.

This matter should be taken up all over the country, and where retailers persist in this practice they ought to be reprimanded through the press or by some other effective means.

Retailers generally will be especially interested in that part of the article which criticises them as a class for also getting an excessive price for their apples.

A large retailer with a prosperous fruit department thus expressed himself upon the subject the other day:—

"It is perfectly true that the average retailer who sells fruit, meaning especially perishable fruit, charges what appears on the surface to be a rather large percentage of profit, but I contend that it is no larger than it ought to be for a perishable product. Not only is the loss on all kinds of fruit apt to be rather heavy, but the retailer is obliged to protect himself against this loss beginning with the first sale, for after his entire lot is sold and the loss is ascertained it will be too late.

"When he starts to sell a barrel of apples he must calculate that the loss upon it may be heavy and act accordingly. Not only must he protect himself against the loss, but in most lots of fruit there are grades which the average consumer will not buy readily, and which, therefore, must be sold at considerably below the prices for the best. This also has an effect upon the apples for the best grades in the lot."

The Export Company of America, 60 Broadway, is advertising for goods at once for export, particularly canned beef, dried vegetables, beans, lentils, peas, pea flour,

bean flour and fine dried salt in glass jars.

Acting under the recent decision of the Interstate Commerce Commission the railroads have notified the local flour trade that the free storage on flour of ten days, which has been the rule here for a long time, will be reduced to five. Behind this is the suggestion of the Interstate Commerce Commission that one reason why the railroads are in such an unfortunate financial condition is that they have been giving too many gratuitous favors to shippers.

The local trade are advised that the same curtailment in the free storage period has been put into operation in Baltimore, although in that city the original storage period was four days, which is now reduced to two.

More evidence has been taken during the week in the investigation into the methods of the local Mercantile Exchange. Several members of the trade were examined, among them C. H. Vanneman, of T. S. Long & Brother wholesale butter and egg dealers. Mr. Vanneman was formerly presi-

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Getting After "Gallon Business."

The inconvenience of shipping and delivering by wagon gallon goods with brine, caused the writer to buy a couple dozen one-gallon oak kegs, with watertight covers.

Instead of filling orders as they came in these were filled with the following goods and placed on display, name and price on each keg—sweet mixed pickles, sweet pickles, cucumbers, sweet melon mangoes, sauer kraut, sweet relish, pickled onions, queen olives, stuffed manzanilla olives, chow chow, sour plain pickles and prepared mustard.

Figure in the cost of your keg, but deduct 15 per cent. a gallon from your pint or retail price.

It's one way of "doing things different." The package appeals to the restaurant and boarding house people and in this case quite a few were sold the first week to families.

Any move you make that increases volume with profit is good.

The more people have in the house the more they eat—especially a luxury. For instance, the whole family, especially the girls, will be dipping into the little keg of olives at all hours so that the gallon wouldn't last much longer than a quart bottle.

Make the Showcase Pay Its Way.

—Four spaces in it divided off with beveled thick glass with the following: walnut meat, salted peanuts, Jordan almonds and Valencia almonds. Four-foot case is long enough.

The after dinner salted peanuts is a splendid seller and a good profit getter at 25 cents a pound.

An article like this is seldom on her list. It's one of the things that must be displayed under her nose.

Still, nuts are merely mentioned because of personal experience with them. A good idea is to fill the case with one thing—shredded (loose) cocoanut, for instance. By doing this you will surely twice double your regular sales.

Food display is certainly a study.

A certain brand corn flakes stuck, and stuck hard, until a package was opened and dumped in a glass jar surrounded with the goods. Cleaned up the whole shipment at the 10-cent price.

Maple Sugar Experience.—"What's

wrong with our maple sugar business now-a-days," said the buyer.

Nobody knew—but one.

That "one" stripped two or three of the wrappers off the pound cakes and off she went.

The trouble was that the words "Maple Sugar," beautifully printed in the wrapper, didn't do the trick.

It seemed as though everybody was from Missouri that ate maple sugar.

But they didn't say a word.

And that's how hundreds of sales are lost. People knew of course what was under that wrapper, but the wrapper didn't stimulate anything. It took the real sight of the sugar itself to bring the taste into the mouth and make the teeth water.

Law upon law insists that we either hide things or live in glass houses. One inspector said, "These tomatoes must be taken indoors away from the flies."

When we explained to him that inasmuch tomatoes are raised in a field where no naughty fly ever appears and where no horrid dust blows and no filthy insect ever creeps, we would remove them as directed.

lent of the Mercantile Exchange. He testified about the practices of the organization as to the making and posting of quotations, and in the course of a considerable amount of testimony which did not appear to bear directly upon the question at issue, said that as a wholesaler he figured his net profit on a dozen eggs should be 1½ cents, or 45 cents per case. Other witnesses who testified as to the business methods of the Mercantile Exchange were Fred. C. Trimble, local manager of the egg department of the Fox River Butter Co., and Henry Dunkak, a member of the wholesale butter and egg firm of Zimmer & Dunkak. He also was president of the exchange at one time and had been a member of the various committees. He justified arbitrary quotations of the exchange on butter and eggs by the plea that the members were best qualified to form opinions of market conditions and their judgment would be beneficial to the trade generally.

The Government is not raising any question as to this, but it is contending that the quotations which the exchange did make were not fair reflections of the market.

Swift & Co., which had raised the question of the right of the examiner to require them to bring their books into court, announced during the week that they had decided to allow the examination.

The first real glimpse into the methods of the exchange was given on Thursday when James Pettitt, a local wholesale butter and egg dealer, testified. Mr. Pettitt demonstrated the fact that a member of the exchange who had an axe to grind could either raise or lower the price of butter and eggs by manipulation. As an example, he said that if the given member wished to raise the price all he needed to do was to offer a high price for a larger quantity of eggs than could be obtained in the New York market. He would be perfectly safe in making such a bid because nobody could accept it, while at the same time his excessive quotation would be considered the market, and all sorts of manipulation would be possible upon that as a foundation.

Mr. R. S. French, business manager of the National League of Commission Merchants, with headquarters here, sent a telegram dur-

Partners



ONE of the heaviest advertising campaigns in the world has put "Wrigleys" into the mouths of millions of citizens of the United States—it has joined every retail merchant in the United States to our organization as a partner—it has proven him to be an important half of the partnership. We have endeavored to make this partnership—what every partnership must be to succeed—pleasant and profitable to both sides. We believe we have succeeded.

We have joined the **PENNSYLVANIA PLAN** because it is a movement on the part of the retail merchant who is already our partner; because we appreciate the important factor which his good will and co-operation have been in our success—because we consider it a privilege to reciprocate and be a partner in **his** organization.

Our ability and resources are at the service of Pennsylvania merchants and are constantly directed toward securing bigger business and greater profits for us both.

Display **Wrigley's**, and connect your cash receipts with our advertising.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley Jr Co.
CHICAGO



SAY TO YOUR CUSTOMERS

"WRIGLEY'S is the gum with the flavor that *lasts*. The biggest nickel's worth you can buy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ing the week to the New York Conference of Governors which is now in session in Madison, Wis. He urged the adoption by the various States of the Uniform Cold Storage Bill which was adopted by the National Conference of Commissioners on Uniform State Laws as to purity of articles of commerce in Washington, October 14th. The National League of Commission Merchants has branches in 38 States with a membership of 400 wholesale dealers in fruits, vegetables, butter, poultry, cheese and eggs.

SUMMARIZED MARKET CONDITIONS.

Tea quiet with little change. Low grades very firm and scarce.—Coffee dull and easier; market very unsatisfactory from holder's standpoint.—Sugar firmer and higher. Raws selling at 4.14 and granulated at 5.10, because of large orders from abroad.—California seedless raisins firmer and more active on account of the entrance into the war of Turkey, the chief source of supply for Sultana raisins. Other dried fruits unchanged. Prunes and apricots slightly firmer on the coast.—Canned goods quiet. Tomatoes firmer.—Wheat fluctuating; slightly firmer as week closes by reason of large export business.—Flour quiet and unchanged.

AMONG THE TRADE.

The Philadelphia Post Office is now at work on the plan to get farmers and consumers to use parcels post. They are now at work on the farmers. It will take about three weeks or so to get all the farmers' lists in and have them compiled, at which time they will begin work on the consumers. They would then make up a little booklet, listing the various commodities, and under each article there will follow the names of the farmers or producers having the product for sale. They do not intend to give any prices. The list is merely to show where the commodities can be bought; it is up to the housewife to get in touch with the parties she selects to find out prices.

The "United Coffee Growers' Corporation of Brazil" has been incorporated under the laws of Delaware during the week with \$500,000 capital.

Dry Goods—Notions—Knit Wear

Cottons Still Have Downward Tendency.

Irregularity in prices of cottons is due to the inability to revise colored goods values while there is such a scarcity of dyestuff supplies to contend with. In some low priced staple ginghams reductions are reported, which is also true on a few lines of denims and tickings. The standard lines have not been disturbed. Later advices are to the effect that colored cottons will be revised downward. In fine cottons prices are lower. There has been some call for fancies, which include everything in sight, so to speak. Mercerized yarn sheer fancies appear to be well thought of, and there is also considerable business reported on roving yarn fancies on both crepes and voiles in the primary markets, with retail merchants still holding off. Silk striped poplins and fancy piques are being sold. Most of the new business is on the sheer cloths still, and fabrics of soft finishes are preferred.

The Retailers' Relations With Wholesalers and Manufacturers. Clearing House and Selected Stocks.

Why the jobber is essential as a distributor of merchandise, as considered by members of the affiliated lines of the National Wholesale Dry Goods Association, and reflected in essays recently awarded prizes, has led to many pleasant words being expressed about the retail merchant. Bentley P. Neff, Duluth, Minn., who "pulled down" third prize, has also, in addition, a few pertinent things to say about the mail order houses, and why the modern, progressive merchant is holding his own against their increase, as follows:—

The large mail order houses apparently take the position that the retail merchant is not an economic factor in the distributing field; and yet, when we consider the status of the retail merchant in his community, the convenience of his store for local distribution, we commence to realize that and appreciate the comforts and conveniences of living are increased and the identity of the community preserved by the important function performed by the local merchant. Carry out the mail order house idea entirely and you will find a depreciation in the price of farm lands, a decrease in the clearing up of new lands on account of the lack of credit facilities and the inability of the pioneer to pay cash (which the mail order house demands in advance), a lack of home markets for farm products, a tendency to congregate in the cities, thereby increasing a problem which has already become acute. The mail order houses have made wonderful strides, but the retail merchant is more than holding his own, and as he accustoms himself to this new competition and prepares to meet it intelligently, he will not only hold his own, but will largely increase his business, keeping at home a big share of the trade,

which now goes to the larger centers.

It is with the retail merchant the same as with the wholesaler, a clear case of the survival of the fittest. The fundamentals of each line of activity are economic, but some of the methods in the past may have been entitled to criticism. There is a re-adjustment period going on, as is natural and proper with the evolution of business under ever changing conditions. The wholesaler is confining his lines to tributary territory and is not attempting to cultivate far away districts, where the expense of operation eats up his profits.

The wholesaler is the outgrowth of modern business conditions. He is the great connecting link between the manufacturer on the one hand and the retailer on the other. He is the convenient depot for both and serves as the clearing house for all. He gathers merchandise from all sources; buys in large quantities and gets goods at a price. He assembles, places his guarantee upon his purchase, sends his salesmen to all tributary towns, looks up the needs of the adjacent communities and distributes his wares on a margin of profit so small as to be the wonder of the investing world.

The wholesaler places at the disposal of the retailer an organization of trained men of splendid ability. This consulting bureau is worth a great deal to the merchant, as it places at his command and within easy reach reliable information on all subjects vital to his business. This information is not confined to the merchandise and of his activities, but he can consult on credits, sales promotion, advertising, commercial law and many other topics of deep and vital interest to him.

The retailer in concentrating his accounts to a few carefully selected houses greatly simplifies his book-keeping. He makes two or three remittances a month against several hundred, if he was buying from manufacturers direct, and from this very condition he has the good will and assistance of his group of houses, who have an object in carrying him in dull periods; whereas, on the other hand, the multiplicity of manufacturers having only a small account each, and not having any particular interest in the account, naturally think their bills should be paid, press the issue, and the aggregate of such claims in times of depreciation makes it embarrassing for the retailer. Again, in placing his business with a local concern, the retail merchant is keeping his money in his own territory, helps build up the section in which he is interested and both directly and indirectly benefits himself.

Wholesaler buyers select only what is adapted to the locality they intend to supply. They may look over a hundred lines and only select one, which, of course, will be the best one for their trade. It can be readily seen what an immense advantage this is to the retail merchant over any purchases he could make direct. To secure equally good results he would have to take his time, which is worth big money to him, and look over hundreds of lines, and then in making his selection use his own individual judgment, educated to his locality

alone, against the judgment of perhaps 20 wholesale buyers, who, through their salesmen, are familiar with the needs and demands of not only the district in which this particular retailer may live, but in all tributary territories as well; so that in securing the selections from his wholesaler, he is buying merchandise that is not only adapted to his own locality, but in a position to take care of visiting trade from other communities. This factor alone has saved the merchants of the country thousands of dollars and has enabled them to have just what the people wanted at the proper time.

The wholesaler, through his connections, both foreign and domestic, keeps his pulse on the commercial situation to such good effect that the merchant in Northwestern Montana, 20 miles from the railroad, may have upon his shelves merchandise as authentic in style and correct in construction as the big retailers in the largest metropolitan centers.

Why Merchants Are Backward in Buying Foreign and Domestic Dress Goods.

Strange as it may seem, considering the nearness of the holiday season, domestic dress fabrics continue to be in slow demand. Even the weaves that were considered highly desirable are difficult to obtain a few weeks ago are moving in a spasmodic manner. A prominent wholesaler said to the "Modern Merchant and Grocery World" the other day, "merchants are not buying as was expected and orders are coming in unusually slow, both direct and through our road men. We cannot wholly account for this; and while the weather has something to do with the backward attitude of retailers, the financial uncertainty must also be considered quite an important factor. Banks are not inclined to be accommodating just at present, and private capital is also over-cautious. We are buying goods right along and paying for them, as we are obliged to, and it would please us to have the merchants loosen up a little with orders."

Other sources of information likewise state unfavorable weather conditions are largely blamed for the lack of interest in suitings; but the past week was seasonable, with no perceptible change in the attitude of retailers either toward suitings or dress fabrics. In the large stores of the cities many merchandise men have forbidden department heads to buy any more goods. A similar state of affairs exists among the cutters-up. Shipments of French dress goods have been lately received in the primary markets, and while ready for immediate shipment to jobbers and retailers, orders are not materializing owing to business conditions generally. Orders are also being solicited by German manufacturers, but buyers are not disposed to operate. German goods are coming via Scandinavia and Holland.

Buying Healthy and Not Speculative

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "The warm weather continues to retard retail business and has its corresponding effect on wholesale business. Merchants are cautious

placing of orders for merchandise for spring delivery, which indicates that stocks for next season will be on a very healthy basis and not speculative in any sense. Annual sales in novelty goods and fancy goods, including ribbons, are showing very good volume."

Towelings, Quilts and Spreads Lower.

For spring delivery some grades of Turkish towels are reported to be offering at about as low values as any noted in recent years. In fact, it is the prices named have discounted cotton and possibly a lower price. As to quilts the market is much unsettled. Reports from the West state that the very low prices have been made by jobbers to retailers on goods selling popular figures in order to induce business. Low-grade crochet quilts can be had for quick or late delivery and in some instances at the buyer's own price. More finer than coarser grades are moving out into the trade for retailing. In some parts of the country reports say the wealthy or well-to-do people are buying more carefully than has ever been known. So much so that merchants who handle the best grades are not getting their customary trade in this class of merchandise. The tendency to use finer and lighter bedspreads is growing steadily.

Why Known Brands of Hosiery are Selling.

Here is a funny paragraph from the "Knit Goods Bulletin," the contribution of a supposed expert on "Conditions in the Knitting Trade," as follows:—

Trade-marked goods, it is stated, are feeling the effect of the long slump to a greater degree than lines not branded. The explanation given for this is that manufacturers relying upon the popularity of widely advertised brands adhered to prices, while mills doing a wide-open business on merit rather than mark, cut under and took some new business.

Manufacturers of branded goods that are known to the public as well as the trade, say they have not experienced any diminution in the demand for their goods. In fact, in many instances, the demand from dealers is more insistent than ever. Several mill men whose products have been marketed solely through National and trade paper advertising, and who have recently been in the primary market, declared their plants are engaged on orders so far ahead they will not bother with any export trade, now the sole hope of a bunch of hosiery men, the goods of whom are known as "phan merchandise." Possibly the "green-eyed monster" has had something to do with the above-quoted one-sided statement, to express it mildly.

Status and Current Cost of Knit Goods.

So far of the different lines of knit goods the ones that are definitely opened for future delivery are sweater coats; and many leading makers have not sent their road men to call upon the tailors. From reports turned in it is



Chocolate You Can Recommend

STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is not simply "good," it's the "best," and you can tell your customers so with confidence. It is the brand which has set the standard of purity and excellence in Europe for over fifty years; the favorite of Royal families; the chosen chocolate of leading hotels and restaurants in both Europe and America.

The secret of making good chocolate cake lies in using good chocolate. Tell your customers to use STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE and you'll guarantee satisfaction.

We help you to sell STOLLWERCK'S CHOCOLATE and COCOA by liberal adver-

tising which constantly increases the demand. Write us for materials to make a window and counter display and secure the sales we are sending to you. Feature STOLLWERCK'S COCOA and CHOCOLATE and you will have increased sales and profits besides pleasing your customers.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO

P. S.—Feature this Chocolate packed in 1-oz. squares, each packed individually, assuring convenient and cleanly packing.



WHAT TO TELL CUSTOMERS

"STOLLWERCK'S CHOCOLATE has been the favorite of Europe and America for over 50 years. It's still the best and I recommend it. Try a can."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

concluded by the trade at large that the salesmen already out with sweater coats have not yet booked many orders. Buyers, as a rule, are not apparently ready to purchase stocks for next season. No important changes as to prices are expected in sweater coat lines, though it is claimed that goods made almost wholly of woolen yarns will have to be advanced somewhat over last year because of the higher cost of such yarns. Garments made almost wholly of cotton will be slightly cheaper. Styles have not been greatly changed, the trend being toward a fewer variations in collars, the V-neck, according to most reports, returning to larger favor.

Price-Cutting in Underwear Realized. Featuring the Line as Holiday Gifts.

Rumors that a tumble in underwear of all kinds was imminent, though strenuously denied by the "high brows," has materialized nevertheless, according to the "Textile Manufacturers' Journal," which says: "Underwear mills seem to be falling all over each other in a rush to cut prices, despite the two very clear facts that goods will not sell in volume from the mill to-day at any price and that jobbers themselves are opposed to weakness on the primary market. The most radical change has been in balbriggans, particularly of New York State mills, which have cut prices 5 cents per dozen, more or less. The same manufacturers who were represented in a meeting in New York two weeks ago, at which time they strongly expressed their intention of holding prices, are now, practically without exception, all on a lower price basis."

The balbriggan incident is characteristic of the spread of price-cutting in the underwear market. One after another of the mills have cut prices. Since November 1st there have occurred several important changes in the prices of heavy-weight cotton underwear, says the

same authority. Southern rib manufacturers are reported to be offering 10-pound garments at \$3 and 11-pound at \$3.15 for the remainder of this season. No attempt to secure business for next fall is so far recorded. Certain 13-pound fleeces have been reduced to a basis of \$3.12½. It is also stated on the market that the reduction in balbriggan prices for next spring is not as general as reported early in the week.

An idea of featuring underwear as a Christmas gift, the same as hosiery, talked of a year ago, is being revived. One drawback is lack of knowledge on the part of the prospective giver of the proper size and the sense of propriety in making such garments a holiday present, especially the female portion. As hosiery is one of the best selling items of a retailer's stock during December, the featuring of underwear in the same line is worth the trial.

Boots Shoes Findings

New Combination Rubber and Wood Heel.

A new heel, made of rubber and wood—a combination which eliminates all surface nails and permits the fastening on the heel from the inside, is a novelty of a practical kind to be displayed on the new lines for both men and women. In reality it is a rubber heel, as the wood part does not show at any point when it is on the shoe. The heel can be made in any height, from the lowest up to the 16-8. One of its desirable claims is that after a heel is worn down on one side it can be evened up with a knife, as there are no nails to interfere. With a low heel

a new one can be put on any time by the wearer of the shoe. There are no nails to scratch a floor, tear a carpet or rugs or work up into the foot.—Retailers say that there has been less trouble with wood heels falling off than with any other kind, which comes from its being attached from the inside, the same as this combination affords.

Filling Shoe Orders in Quick Time. Regular Seasons No Longer Count.

Perhaps merchants in the small towns who also include shoes in their regular stock would be surprised at the many changes constantly going on in that line. Wholesalers in all lines speak of and write with unconcealed admiration of the up-to-dateness of the general merchants and of the kind of goods they are demanding. Not back-number patterns, models or material, but the latest productions in the various lines they handle. As a fact, they are on the "firing line" all the time, so as to compete with the city stores and keep their own trade at home by offering the latest in everything. In shoes this is becoming more and more evident. Manufacturers are affording every convenience and facility for a rapid turn-over in stock. Quick production of shoes is a very important factor in the shoe industry to-day. The manufacturer who can get the new style shoes first in the market is likely to win business, just as the general who gets the most troops on the battle line first is likely to win the battle.

Selecting the Rubbers Stock. Cheap Lines of No Account.

With the approach of winter weather the merchant should look after and stock up on his rubber footwear. Unfortunately, all rubber footwear does not deserve the name. For this reason it behooves the general merchant with a shoe department to take care in buying his stock of rubbers, whether the regular line, sandals or high boots.

There is more downright dishonesty in the marketing of rubber footwear than in any other merchandise that comes into the shoe stock. Many merchants, without knowing it, are cheating their customers by handling goods that are not worth the money. There is no looking at this matter in any other way than the right way. A lot of shoe stuff that looks well is sold with discounts and at extremely low prices.

In rubbers it pays to buy the best. The wear is the acid test which develops all imperfections. The fact that a competitor may be having a seeming good trade on shoddy rubbers—bought at the cheapest possible price and with the largest discount—should not persuade the reliable dealer to switch to an equally disreputable brand. When the wear test is applied customers will fall away, never to return. To meet such competition it would perhaps be advisable to carry some of the cheap merchandise to meet the ideas of those who buy for a price; but it should never be claimed that such goods give satisfaction. In the long run truth will come to and stay with the merchant who gives service.

Satisfaction is not always, in fact, rarely determined by price. Satisfaction is in service. Merchandise plus proper fitting will give satisfaction in rubber footwear. The heels of the shoe must set well into the heel of the rubber. If the heels of the shoe are run over the customer should be told the rubbers cannot give satisfaction as though the heels were straight and in good condition. Manufacturers of rubber footwear vouchsafe so little information in their general or trade advertising—the few who are brave enough to grasp the wisdom of creating a demand for their goods in this manner are ineffective of all methods of merchandising—that neither the retailers or public know anything to speak about quality or desirability of any particular brand. Something may be said from a hygienic standpoint, but little, if anything, about



Our Fires Are Burning Brightly

There is a crispness in the air, the frost is on the pumpkin and the Nimrod is astir; Fall is here and with it you will find a demand for seasonable goods. We have a horn-of-plenty. See us. :: :: :: ::



SYRUPS—We have an active demand for our full line of Syrups. Our brands are well known and always up to the standard in quality. We are now putting out Winter-boiled Syrup. Royal Table Syrup is a great favorite; also our Challenge Table Syrup, King "B", Crescent, Ex. Amber, Very Best, Gilt Edge, White Clover, all winners. Our New Century is a pure cane sugar Syrup, and good, sweet flavor. How about New Orleans Molasses? Ingle-side Plantation is a fancy kettle molasses, and Cruiser Brand is a fine baking Molasses. We are headquarters for sweets.

CRANBERRIES—Why not buy a barrel of fancy Cape Cod Cranberries, Howe variety, bright red, good size, sound, and will keep until after Christmas if necessary; barrels hold 100 quarts. "Honker Brand." Last January this brand of berries sold at \$14.00 per barrel, present price, \$7.00 per barrel. Buy now before the price advances.

CANNED CORN—Have you all the good Corn you will want for your trade this winter? Canned Corn is in a strong position; the pack was short, especially on the better grade. Our Cruiser Brand is a fancy crushed corn equal in quality to many of the high-price brands on the market. Price, 90c. per doz.

CALIFORNIA WALNUTS—We have a limited quantity of California No. 1 Soft Shell Walnuts now in, crop of 1914, and we never saw better Walnuts, this year's crop was exceptionally fine; bags, 100 lbs., per lb., 19½c.; less quantity, 20c.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

the make-up or construction quality of the merchandise. This may come from the proverbial New England reticence. A little more light would be welcome.

Hardware Tools Specialties

The Kind of Paints That Sell Best.

It must be said that some paint manufacturers devote much time and attention to getting the public familiar with their products. Others little, if anything, their dependence being placed entirely on the intermediate selling agencies. The best-known goods in the line are the most persistently kept before the buying public, and the result is effectively summed up by Adrian D. Joyce, general sales distributor of a widely known company, in an address on "Advertising as an Economizer of Selling Expenses," in part as follows:

It does not take as much time to sell an advertised article as it does an unadvertised article. A salesman traveling without advertising to help him wastes valuable time and much expense and produces only a small volume of sales. Backed by advertising he can double or quadruple his sales volume while his fixed expense remains practically the same.

Advertising developed for us a market for a line of goods for which our salesmen had been unable to find an outlet. It increased sales by leaps and bounds. Hitherto our principal business was in the spring. Now, thanks to advertising, it is all the year round. In time of business depression it is the advertised, trade-marked goods that keep going.

Why a Dealer Should Favor Complete Lines in Shelf Goods.

Last week, in this department, reference was made to the practical remarks of a well-known hardware manufacturer made on the selection of goods; and why cheap goods were not always the profit producers quality merchandise is. It is true a great many merchants, indifferent to the appearance of their hardware department, are firmly convinced the customer is just as well satisfied with a poor article, so the price is low, rather than stock and demonstrate the advantages of higher cost but infinitely better lines. Murray Sargent, of Sargent & Co., goes further in his argument urging the purchase of quality goods, why one grade should be given the preference of others, why certain lines are more satisfactory, the convenience of complete packages and the question of presentable boxes, as follows:—

With many grades of hardware to select from and an equal lot of prices to consider, the dealer will not infrequently find that cheap merchandise may be easily identified. In a line like cupboard turns there is a good example of this. You will find all grades from the clean finished, neat-appearing turn,



Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty starch*. Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is **CLEAN starch**.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME*.

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it*; ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is **sure** to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

with a smooth acting bolt, down to the rough looking affair, no two alike, with the hard-working bolt and the jagged sides of the case. If you have not done so, make a point of comparing cupboard turns of different makes and see which you think is the best to buy. Naturally you would not expect to pay the same price for the two extremes, nor would your customers in buying them from you. It is your problem to decide whether you would prefer to pay a little more and push a high-grade article or pay less and push a cheap one.

Your profit in either case would be about the same, as the consumer can tell the difference. If it appears to you as a toss-up, why not favor the line which is most complete? If you can educate your customers to know the product of one manufacturer on a great many lines, it will simplify matters for you. After a time the mention of the name will signify quality to the minds of your customers, as it does to you. This is made the easier if you select a manufacturer who has the reputation of years behind him and an advertising propaganda to assist you in your educational campaign.

If you follow this policy consistently for a period of years you will be surprised how your reputation for high-grade goods will help you in keeping your trade and getting better prices than your competitor down the street who has been blinded by price alone, and who therefore must sell on price alone. Whatever may be your source of supply you can always get what you want if you insist upon it. Specify on your orders the manufacturer's name.

Have you been offered a very low price on a line like sash fasteners, and when you have tried the goods, found that they were not packed with screws? You had, perhaps, always carried another make of these packed with screws, each fastener and strike with the screws that go with it in one paper; the screws further wrapped in a bright colored paper so that they would not be easily lost. On comparison you will find that the cost of the screws represents about the difference in the prices at which you bought the two lines, while a comparison of the goods is decidedly in favor of the fastener with screws.

Aside from this there is the convenience of having the screws right with the goods. Have you ever noticed how much time may be lost looking for screws to match while your customer grows impatient, or while other customers await attention impatiently? Mark up a long credit mark for the manufacturer who has the foresight to assist so much in the marketing of his product. Don't be under the impression that sash fasteners "packed with screws" always means packed each fastener with screws that belong to it. It saves time, which means money for the manufacturer to dump the screws loose in the box, but it costs you more time, which means money, at your end to fish the screws out and perhaps include too many or lose some.

Then there is the question of boxes. You don't want a lot of boxes in your stock with the goods forcing their way through and a temptation to some one to pick up and carry them off to some place where they don't belong. You can't afford to have your stock looking at sixes and sevens. It gives the impression to the prospective purchaser of careless management. Have you ever noticed how readily coat and hat hook boxes seem to break?

These do not run into money fast, so it does not seem worth while to pay 5 per cent. for a poorly packed article. Should not the preference be given to the manufacturer whose boxes seem to stand up the best?

If you know of a concern who makes all the lines mentioned the way you want them, and many, many times more lines the way you want them, why not concentrate on the goods of that manufacturer and build up a reputation that will be of mutual benefit?

Big Jump in Paint Brushes.

Dealers selling paints also handle a stock of brushes and similar goods as allied lines. In fact, a merchant's brush stock is no inconsiderable item in the paint annex, and doubtless by this time he has been made aware of the sharp advance in these goods. An authority on the subject says brush manufacturers have generally advanced the prices of all grades of brushes from 15 to 50 per cent. This is a serious proposition for the paint jobber and dealer and one to which they should all give serious consideration. There is every reason why brush manufacturers should advance their prices. The war came so quickly it did not give them any time to import bristles beyond the general amount which they would require under ordinary circumstances. As the manufacturers depend entirely upon foreign markets for the bristle supply, one will appreciate the justice in advancing prices. For example, long stock, used in kalsomining

brushes, has gone up from \$3 to \$9 a pound.

The great bristle market of the world is Leipsic, and every one knows the situation there, so it is not strange the American brush manufacturer, with his supply of raw material shut off, should advance his prices on the finished goods. Some of the largest and most important brush wholesalers have already advanced their lines from 10 to 15 per cent., while some of them have found it advisable to make a general advance of 15 per cent. Doubtless before another 60 days has passed they will find it necessary to make a further advance. As the brush manufacturers are wholly dependent upon the warring nations for their bristle supply, there is every reason for these advances taking place, and the retailer, unless unusually fortunate in having a good stock—a rare exception—will be obliged to follow the same course.

Paints have in no wise been advanced in price. The manufacturers of ready-to-use goods are always in a position to protect themselves should raw material increase in cost, as it has, by using innocuous substitutes; but in the case of brushes it is a question of raising the price of quality goods or using inferior articles, poor economy at any time. Some of the brush houses have adopted a cutting down policy on orders as a result of the involved and uncertain state of market conditions; while the question of credits with re-

tailers is also a factor in curtailing inclination for too liberal buying cover future contingencies.

New Lawn Mower Catalogues.

Tuesday evening last Walter Graham, president of the Philadelphia Lawn Mower Co., was elected a member of the Union League, of Philadelphia, by the Board of Directors at its final meeting for the fiscal year. Apropos of this, mention may be made of the company's new catalogue just issued to the press, which is a compendium of lawn mower information. It is profusely illustrated, carrying the latest improved and standard models, with adequate description of each pattern, some twenty odd; and the company is justified in referring to their interesting publication as "Forty-sixth catalogue of these celebrated goods, which have become the standard of the world."

The Clipper Lawn Mower Co., Dixon, Ill., in referring to their season catalogue, says: "We have brought out new reel lawn mower with some improvements; and have, we think, overcome about all the objections to the old style mowers. We have also brought out improvement in a side-cut hand pony clipper for cutting alfalfa. So you see the world do move, as the darkness says."

Experience of a General Merchant With Known Merchandise. Percentage of Profit.

In making up a hardware stock a merchant, unless he has years of experience, is often puzzled the lines to buy. Admitting many comparative unknown brands have merit, the retailers will find, as a general proposition, that the merchandise which sells most rapidly is that well known to the general public. Cutlery, saws, edge tools, washing machines, farm and garden implements, hammers and what not—and the list is long—which have been nationally advertised or through trade class and trade papers, will be called first and will move off the shelves and out of the stores quicker than the goods that the dealer may know, but of which the customer be in profound ignorance. A firm of general merchants who have bought out a concern long established but not progressive, after inventory, decided to close out the old stock, largely made up of unknown brands, which were moving slowly. It was found, on investigation, that this class of hardware required too much time, energy, explanation and introducing to make them go. The discarded merchandise was replaced with leading advertised brands and on that foundation the new firm has built its successful business of to-day.

Speaking of the change and its consequences, one of the firm said: "We figured that as a rule people were better informed on the best selling line of hardware, from every point of view than in former days. So much literature or, rather, information, is furnished any one who is at all interested through the magazines and newspapers of every description, that they know what they are talking about when

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

certain article—whether hardware or something else—is asked for in a store. You know, a number of hardware and specialty manufacturers in the line have been acquainting the public with the merits of their goods. We therefore came to the conclusion, following our experience in buying out the property we now own, that it would be excellent judgment to carry known lines. The brands we stock and sell are widely advertised, and the manufacturers give the service and quality to back up the advertising. I could name a list of articles, machines, apparatus, devices, tools of every kind, knives, lawn mowers, general cutlery, etc., with which our customers are familiar and ask for when in need of anything in that special line.

"As I said, we have tried both, but now we carry only the well-known, advertised brands. It is so much easier to sell the latter than the unknown that, to use a trite expression, comparisons are odious. Further, our customers want good machinery, good tools and good things for the home. Newspaper advertising is and has been educating them to buy goods for service rather than for low price. The advertising is a great factor in creating the demand, and we do our share in making good. As I remarked, it is easier to sell a brand a customer knows. You can make more sales in the same time and on the same effort than it is possible on brands they do not know. Many merchants fool themselves on the question of profit. Give me the brand that sells readily and pays a fair profit every time in preference to the goods which have to be introduced and pushed hard to make move, no matter what percentage of profit the unknown brand may pay. Percentage of profit does not mean much if the merchandise is a slow seller."

Government Amends Renovated Butter Regulation.

The United States Department of Agriculture has amended Regulation 21, governing the labeling of renovated butter, to read as follows:—

All coverings or wrappers of prints, bricks or rolls of renovated butter, whether paper or cloth, must have the words "Renovated Butter" in one or two lines, marked, branded, stenciled or printed thereon in black or nearly black upon white or light ground, in full-faced gothic letters not less than three-eighths of an inch square, so placed as to be the only marking upon one side or surface of the parcel so packed.

All packages of renovated butter shall have the weight of the contents thereof plainly and conspicuously marked on the outside of the package in accordance with the rules and regulations prescribed under the Food and Drugs Act of June 30, 1906.

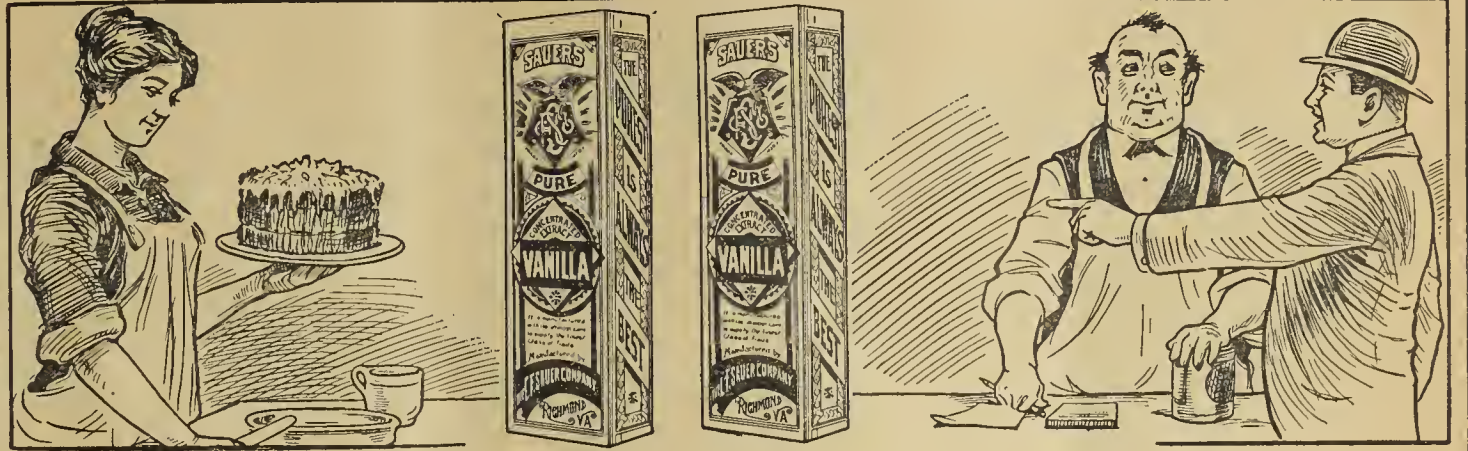
Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



Sell Her Sauer's Flavoring Extracts

Women appreciate good flavoring extracts and use them freely—the better the extracts, the more they'll use. Absolute PURITY and Fine Quality have made SAUER'S FLAVORING EXTRACTS the largest selling brand in the United States; you can sell more of them to your customers than you could sell of any other brand because they are BETTER. Make SAUER'S FLAVORING EXTRACTS your leader and you are sure of steady, profitable sales to satisfied customers.

The C. F. Sauer Company
Richmond, Va.



WHAT TO TELL CUSTOMERS

"SAUER'S FLAVORING EXTRACTS will add a new delight to your cakes, puddings and desserts—their fine flavor and strength come from absolute PURITY."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Grocery Markets

Tea.

The tea market shows no change for the week, except that low grades are somewhat firmer, though not quotably higher. Scarcity, aggravated by heavy demand from abroad, is responsible. There is practically nothing in Congous under 13½ cents in a large way available now, and even to come forward, a month or six weeks in the future, these teas are quoted at 12½ cents, which is 1½ cents above the opening. Other grades are unchanged and quiet, the market being fairly steady.

Coffee.

The coffee market shows no improvement for the week. All grades of Rio and Santos, with the exception of the finer roasting grades of the latter, are low and easy. Mild coffees are unchanged and quiet, Bogotas being comparatively firmer than the others. Java and Mocha unchanged and dull.

Sugar.

Sugar is somewhat firmer for the week. Raws have advanced about ½ cent, and granulated is up 10 points, to 5.10 cents, which is 20 points above the lowest price reached last week. Large sales of refined sugar to go to France are mostly responsible for the advance, and the reopening of the Federal Refinery also had something to do with it. Refined sugar ought not at the moment to go higher, as there is a generous margin between raw and refined, even at the advanced price of raws. The consumptive demand for refined sugar is fair.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is selling fairly well at unchanged prices. Sugar syrup dull and unchanged, the better grades comparatively high. Molasses quiet and unchanged.

Fish.

There has been no change in mackerel during the week. The Norway mackerel situation is still unsettled and uncertain because of the factors which have been mentioned from week to week. Irish and other mackerel quiet and unchanged. Cod, hake and haddock steady and in fair demand. Salmon shows no change and comparatively light demand. Domestic sardines are unchanged, steady and quiet. Imported sardines unchanged from a week ago.

Canned Goods.

Tomatoes are about 2½ cents higher, and 67½ cents in a large way, f. o. b. factory, is the best that can be done now for Maryland 3s. The cause of the advance appears to be that the holders of the cheap tomatoes are all sold out and for the present all other holders appear to be able to hold. The demand for tomatoes at the moment is

light. Corn and peas are dull; the market on corn is steady to firm, but on peas is in buyer's favor. Apples are still very cheap and the market is dull, as buyers are afraid of it. California canned goods unchanged and dull. Small Eastern staple canned goods ditto, except spinach, which is weak.

Dried Fruits.

Prunes are gradually weakening. The lowest basis price which has been heard on new fruit is 4½ cents in a large way, f. o. b. This is a decline of 1½ cents from the highest. The demand for prunes is light. Peaches and apricots are unchanged and dull. Raisins quiet at the moment and unchanged in price. Currants are now ruling about normal, with no change for the week. The entering of Turkey into the war is expected to affect the supply of dates and figs, but no radical change has occurred as yet.

Beans and Peas.

Domestic pea beans are about 5 to 7½ cents per bushel cheaper, while marrows are about 15 cents per bushel higher. The two have not traveled together for a long time. The market has a steady undertone on both grades, with a fair demand. California limas are coming East by water and are being quoted as low as 5½ cents in a large way. By rail shipment the best price is about 5.95 cents. Green and Scotch peas are firm and show an advance, green being quoted at \$2.30 in a large way and Scotch at \$2.50. The demand is light.

Butter.

The butter market is active and firm at an advance of 1 cent per pound. Stocks are lighter everywhere than usual, and there is a good consumptive demand. The market is healthy and no radical change seems in sight.

Eggs.

Fresh eggs are very scarce and the market is up 2 to 3 cents per dozen. No relief as to supplies is looked for for sometime. Storage eggs are steady and in ample supply at unchanged prices.

Cheese.

The cheese market is steady, with a better consumptive demand, and with prices about unchanged. Stocks are about normal for the season and there is no reason to expect any material change.

Provisions.

All cuts of smoked meats are steady and unchanged, with a fair consumptive demand. Pure lard is firm at an advance of ½ cent per pound, owing to the foot and mouth disease quarantine. Compound lard is steady, unchanged and in light demand. Family pork is scarce and \$1 per barrel higher, dried beef and canned meats are unchanged.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The pressure on the part of the small country banks to compel sales of tomatoes, mentioned in our previous letters, has ceased, and their loans to the nearby canners have been paid in full, or nearly so. The heaviest payments fell due around November 1st, and that period was safely passed by those canners who "bend the pregnant hinges of the knee" through necessity, not from choice. The money market is decidedly more favorable in this section, and the outlook for business is encouraging.

In the face of a dull market, the prices of canned tomatoes advanced 2½ cents per dozen at the country factories, and 5 cents per dozen at the Baltimore city canneries, with less inclination on the part of the canners to part with their holdings until the market prices reach the cost of canning, at least. Orders received from Western and Southwestern jobbers show that this market continues to be the cheapest source of supply for tomatoes, and an increase in the demand from that direction would be considered a forerunner of a general demand for the goods. There is much talk about the possibility of a large demand from abroad in the near future, based upon inquiries about tomatoes by responsible houses in the export trade. Regardless of any export business, the goods are a safe purchase at to-day's prices.

There was no increase this week in the buying of other canned vegetables. No one article was active enough to be designated a leader during the week, and the price fluctuations were nil. String beans and sweet potatoes were a little bit more active than the other vegetables, but there was no snap nor ginger to the market. The prices continue firm because the stocks held by the canners in this market are much smaller than they usually are at this time in the season. When the buying of vegetables is resumed on a normal basis there will be some higher prices registered.

The same character of buying, though on a smaller scale, prevailed during the week in canned fruits of all kinds. Pears, pie peaches, seconds peaches and blackberries were in demand in a small way, but the remainder of the fruits were neglected. There were no fluctuations during the week in the market prices and they ended where they started the week.

On November 1st the fall canning season for cove oysters, under the Maryland laws, opened up with some of the best stocks in many years, and the Baltimore canners will be at work full blast on them during November and December, or as long as they can get the raw stock at reasonable cost.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

Our correspondents in Holland report that the situation on Holland herrings has improved somewhat during the last week, as there have been some arrivals, and some shipments to the United States. We expect a shipment by steamer arriving next week. The total catch to the date of the report of our friends in Holland show arrivals of 339,054 barrels in 1914, against 568,197 barrels at the same period last season. This is an enormous shrinkage, and naturally accounts for the higher prices prevailing this season against last, and owing to the scarcity of Holland herrings, Scotch herrings have been selling better, and Norway herrings continue in good demand at slightly advancing prices.

Our Irish agent reports shipments of 959 barrels of Irish mackerel during last week. This brings total shipments of 1913 Irish autumn mackerel to 29,389 barrels, and shipments of 1914 Irish autumn mackerel to 2,498 barrels.

Mackerel of all kinds is somewhat neglected. This refers to both Irish and Norway. Only a hand-to-mouth business seems to be had.

Business in sardines is fair only, and really nothing to brag about. Sprats are getting scarce. Our people in France write that as long as the war lasts their supply of sprats, and they also write that as long as the war lasts there will be no possibility of packing any sprats for the United States. Besides, there is no catch of sprats at the present time, and is not likely to be until the beginning of next year. From Belgium, of course, no sprats can be had. Stocks here are almost exhausted. Consequently the little that is held in first hands is held at high figures.

There were reports published of the closing of the North Sea by the English to even neutral navigation, but so far we have heard nothing from our friends in the north of Europe confirming this report; in fact, we are advised of further shipments, so it seems that our people in Norway, Denmark and elsewhere are still able to ship, although it is very likely that all ships will have to pass through the strait, and there be subject to the examination by the English patrolling vessels. In our opinion there is no reason to fear that further shipments from the north of Europe may not be forthcoming.

STROHMAYER & ARPE Co.
New York.

Spices.

The market is more active, with good demand from grinders and higher prices in foreign markets. Prices here are generally firmer and we have experienced some advances. The market has a very firm undertone, due more or less to decreasing supplies.

Red Peppers.—In better demand, and higher prices. Still further advances are expected over the winter months.

Cloves.—Steady and in better consuming demand. Higher prices are now being quoted in London, where stocks as well as here, are small.

Nutmegs.—In better inquiry. Stocks continue small and prices generally firm for all grades.

McCORMICK & Co.
Baltimore, Md.

Sell Magazines.

With the December number of the magazines and periodicals many new serials begin, and many people will start to buy them at this time.

The sale of one copy means a regular customer, one who can be induced to buy other goods, thus supplementing the profit on the magazines by the profit on regular goods.

Start that department to-day by writing to the American News Co., of New York City, for their price list and particulars.—Advt.

No "Selling Cost" for FLEISCHMANN'S YEAST

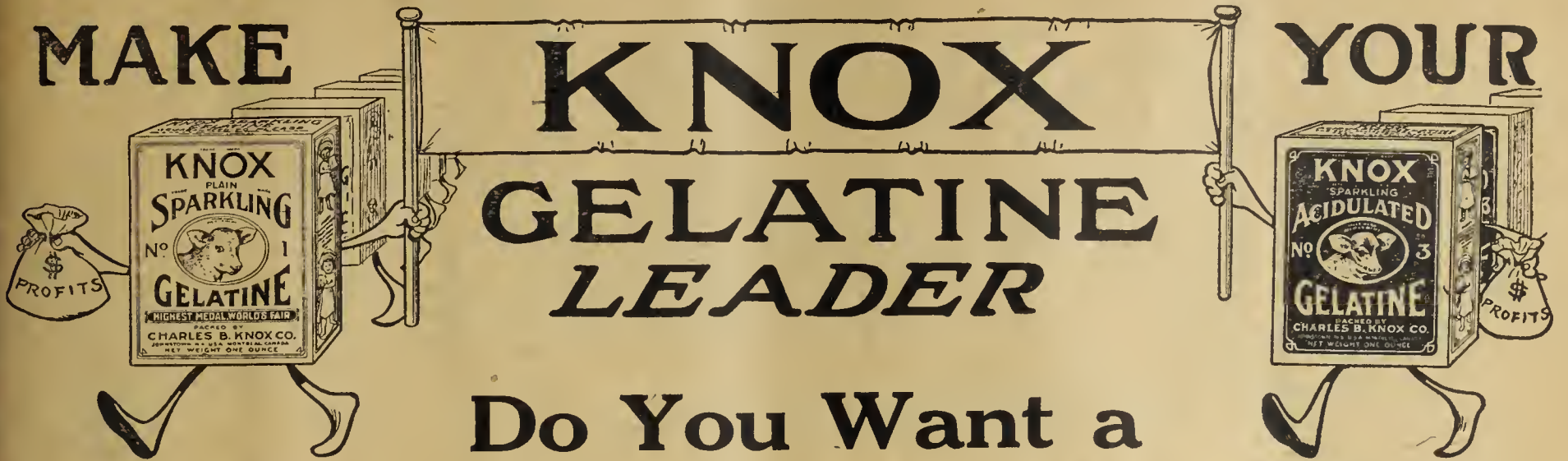
We furnish small enamel boxes to hold our Yeast and envelopes in which to sell it to your customers. Our salesman "waits on" himself if you wish and keeps your supply just above demand. No fuss or bother to you.

THE FLEISCHMANN CO.

MAKE

KNOX

YOUR



Do You Want a "Banner" Gelatine Business?

¶ If you'll make a steady effort to secure the sales we send your way by persistent advertising, you'll be surprised to find how easy it is to increase your sales of KNOX GELATINE. Keep KNOX GELATINE on display at all times, use the store advertising matter we'll gladly send you FREE, tell your clerks to talk about KNOX GELATINE—do *all* these things, because, Quality, Purity, Big Moneysworth and Advertising combine to make KNOX GELATINE an easy seller and, because you make a good profit out of the retail price of 15 cents a package.

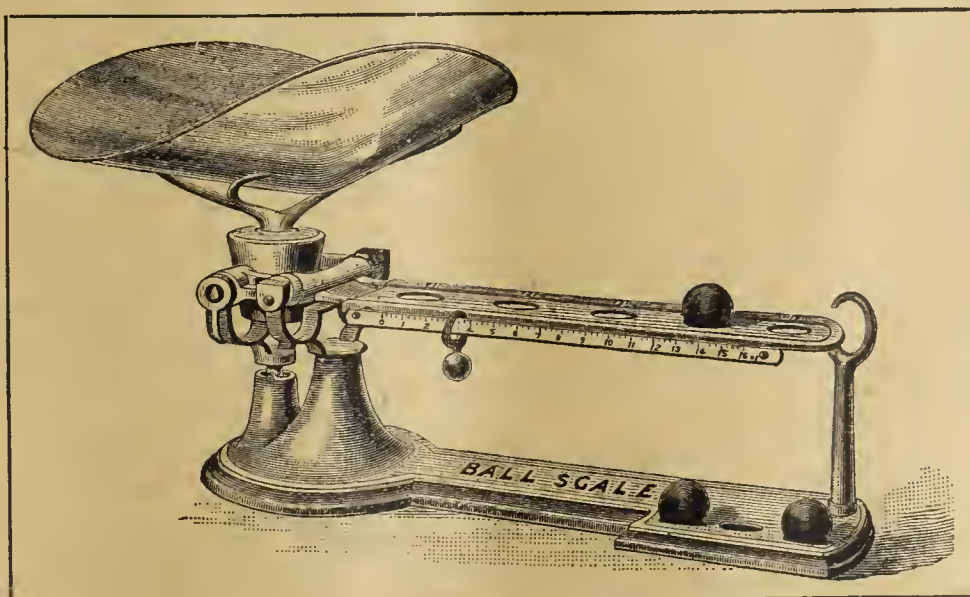
CHARLES B. KNOX CO.

:

Johnstown, N. Y.

Losing Your Weights?

Get a
Troemner
No. 24
Ball Scale



Greatest
Improvement
in Rapid
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

HENRY TROEMNER No. 911 ARCH STREET
PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street, CHICAGO, ILL., General Agents for United States



Leading a House to Water: But—

He! He! He!

I ain't such a mutt as some people think.

Last week I had to make a part of my trip in company with a specialty salesman. He was a new man to me—I never saw him before. My house made some kind of a deal with his house to introduce a new line, and they were to send a man around with me to work up orders for the new goods out of my customers. I was to introduce him to everybody and then fall back and see him sweep in the business.

I was some sore on the scheme at first. I'm held responsible for the business I get and I didn't want any stranger pushing in and mussing it all up. But I said I'd do it on one condition. He wasn't to open his mouth until I had got through with the trade. After I had my order cinched he was to go as far as he liked.

They sent this fellow out from New York. As I've told you before I don't look like I came from New York. I don't even look as if I'd ever heard of it. So I suppose he sized me up as a common country salesman, which between you and me, is what I am, and he laid out to show me.

We started around last Wednesday morning and he got an order from the first man he tackled. I could see after that he thought he had 'em going, and he began to swell up and talk patronizing to me.

While we were eating some lunch at noon he started in.

"If you'll pardon me, old man," he said, "I don't believe you're quite aggressive enough in your methods. That fellow Jones I'm sure would have given you twice the order he did if you had gone at him a little harder. You saw how easy he fell for me, didn't you?"

He had, there's no doubt about that. Jones hadn't wanted the goods, but this lord of all salesman

just rode all over him—wouldn't let him talk. As soon as he started to tell why he didn't want 'em that little tin god would butt in and interrupt, and pretty soon Jones signed the order.

Then he did something else that my young friend—he wasn't much more than half as old as I am—didn't see. Jonesy winked at me.

Did I know what that wink meant? Answer, yep, I did.

So I grinned in my corn beef and cabbage when the young fellow mentioned about Jones.

Well, on paper when that day was over he had made a big killing. He had copped orders from about 75 per cent. of all the people we had called on. A great day's work, believe me—on paper.

You've heard that old saying that a specialty order in the store is worth a dozen on paper, ain't you? That's a pretty wise old saying.

He had to leave town that night on the 9.45, and I had to stay over. We had supper together and he was so swelled up he could hardly sit in his chair. All through supper

and up to 9.45 he talked steady about what a big salesman he was, what a bunch of big jobs he could get, how all the big people had their eyes on him, and how you had to be aggressive—that word again—no days when you started out to sell goods.

I remember one thing he said. "You have to be better than the other fellow," he said, "and you have to show him right at the start you're better."

Another thing he said was that he thought I had the makings of a good salesman if I'd only be a little more "aggressive." (!!!)

"You let 'em master you to-day," he said. "I don't know whether you caught on all right, but I had a method all through what I did to-day. I wanted to impress all those fellows with the idea that here is a big New York salesman such as you don't often see calling on small stores. He's done me an honor to come down here and explain these goods and he knows what he's talking about. Did you see through the scheme at all?"

We Expect More Contestants in the Ivins' Purity-Guarantee Contest Than Ever Before

¶ That purity guarantee of J. S. Ivins' Son, Inc., is such a splendid theme for a six-inch advertisement to consumers that we expect it to interest a very large number of contestants. We reproduce it again:—

We guarantee that our products are not adulterated or misbranded within the meaning of the Pennsylvania Food Laws approved May 13, 1909, or the Act of Congress approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated, misbranded, poisonous or deleterious foods, etc."

Although the above laws permit the use of the following materials under certain conditions, we, in addition, further guarantee our products to be free of lard-compound, cotton-seed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors, or any harmful or unwholesome ingredient.

We use selected candled shell eggs only.

J. S. IVINS' SON, INC.

¶ For the best six-inch advertisement of this guarantee, addressed to consumers, the "Modern Merchant and Grocery World" will pay \$20; for the second best \$10, and for the third best \$5. We don't care a rap about literary polish—we want advertisements that would make consumers want Ivins' products.

All Advertisements in by November 30, 1914

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD

927 Arch Street, Philadelphia, Pa.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

sure I did," I said, "and I think I did too."

he orders show that," said he, "and I think I did too."

ing some more. I got half a notion to do the thing. I dunno—I'm still thinking it over. If I come in to see you some time and call you the first crack out of the box, I know I've decided to do it.

he shook hands with me when he got out of his train and said:—

think over what I have said, and see if you can't get something out of it. My only wish is to help any of the boys that I

thanked him with tears in my eyes, and when I got up to my room I sat down and thought it over. I was more tears. I'll bet I had shed for fifteen minutes steady, I knew every one of the people who had got those orders from and I knew what was coming.

didn't hear another thing about him and his orders until I got back on my own last Saturday. The first thing when I went into the office of the firm said:—

Say what's the matter with your orders down there, anyway? You're all cancelling those orders for the new line. What were they for?"

I sat down on the nearest chair and bleated until the boss got sore and the stenographer got anxious. Didn't—didn't you hold any of them?" I said, between fits.

Three or four," he said, "out of twenty-five or thirty. What is so funny about it?"

Well, when I could I told him the whole tale and he began to see the error too.

Oh, I hope I see that big New York salesman again some time.

I hope I do! I'd be willing to wait four trains to see him.

THE STROLLER.

Baking Powder Affiliations.—Idaho Food Commissioner.

James H. Wallis is no longer State Attorney, Food and Sanitary Commissioner of the State of Idaho. He resigned by request. Attorney-General Peterson accepted the request, backed up, it is stated, by a showing of alleged irregularities. The Attorney-General was acting on behalf of the State Board of Health, which appointed Wallis. Readers of this paper will remember that recently Wallis prosecuted the Calumet Baking Powder Co. for the alleged illegal use of egg albumen. It developed at the trial that he had allowed himself to be misled by the Jacques Mfg. Co. and its counsel.



Sell Borden's Milks for Cooking Purposes

BORDEN'S EAGLE BRAND CONDENSED MILK and *BORDEN'S PEERLESS BRAND EVAPORATED MILK* should also be sold by you for cooking purposes. Do not be satisfied to let your customers use *BORDEN'S MILKS* only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. *BORDEN'S EAGLE BRAND CONDENSED MILK* is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of *EAGLE BRAND* have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will **PUSH THE SALE** of *BORDEN'S BRANDS*.



BORDEN'S BRANDS, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely **PURE**.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"*BORDEN'S BRANDS*, both sweetened and unsweetened, are made from the **HIGHEST GRADE** raw milk by the most modern process of manufacture and are guaranteed **ABSOLUTELY PURE**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXV.—When an Order Given to a Salesman is Binding on Both Parties, and When it is Merely an Offer, Binding on Neither.

Rather singularly, I have three inquiries this week from readers of these articles in widely separated sections of the country, all of which ask for a solution of the same problem. Since it is of general trade interest, both to manufacturers who sell, and to jobbers and retailers who buy, I shall devote this article to it, and the correspondents in question (they are in Pennsylvania, Kentucky and Michigan) will please consider this an answer to their letters.

From the three inquiries I have stated the following composite question, which contains everything raised in all the letters:—

A salesman calls upon us for an order, and, we will assume, gets one from some member of our concern who has authority to give orders. As we understand it, this becomes from that moment a contract binding upon us. In other words, the firm to whom the order is given can make us take the goods. But when does the order become a contract binding upon the other party—when the salesman accepts it or when it is sent in to his house and accepted there? Suppose the latter is the case, but we are never given any notice of its acceptance, have we a right to consider it a contract, and if so when?

The answer to this question depends upon several considerations, most important among them being (1) what does the contract say, if it is a written contract; (2) what is the authority of the salesman to accept orders; and (3) what has the particular firm been accustomed to do in the past; in other words, what has been its "course of dealing"?

With many firms employing salesmen, the latter have authority merely to accept orders tentatively and to submit them to the house. They represent nothing more than the messengers between the buyer and the seller. This lack of authority is usually communicated by a clause in the order form, which reads something like this:—

IMPORTANT NOTICE.

The salesman or representative of this house to which this order is given has no authority to accept it, and does not accept it except for forwarding to the undersigned. All orders must be accepted by the undersigned and notice of acceptance or rejection will be mailed to the customer within a reasonable time after the receipt of the order.

JOHN JONES & Co.

The buyer who signs an order blank with this in it is bound by it whether he reads it or not, and he can never hold a firm responsible on an order of this sort unless he has received their notice of acceptance. It would save a lot of lawsuits if everybody employing salesmen would do this, for it would make the transaction absolutely definite, instead of indefinite, as transactions are now when they depend on the exact moment when they became a contract.

The buyer who signs an order like the above is in the position of a man who has merely made an offer, which may be accepted or not. If the firm accept it, it is a contract and he can hold them responsible. If it is rejected, he has no redress, and if he never receives any answer at all, he has nothing he can go on.

But many firms employing salesmen are not willing to do this, because they want to bind the buyer right away while the salesman is in his store. Where the order is not binding on the seller until accepted by him, it is likewise not binding on the buyer until it is accepted, and he can cancel it up to that time with perfect freedom. One of my correspondents is wrong when he assumes that the minute he gives an order to a salesman it becomes a contract binding upon him whether it is on the other man or not. That is not the case and under the law of contract it can never be the case. Both parties must be bound or neither is bound.

Now let us suppose a case where the contract says nothing about the salesman's authority to accept contracts. In all cases like that it is difficult to know the status of the order. Questions as to its status usually arise on an advancing market. A salesman will get an order, for instance, on January 2d, when the market for the product purchased was 5 cents per pound. The salesman mailed his order on the night of the second, and possibly it did not reach his house until the fourth; certainly not before some time on the third. After the order was given, but before it actually reached the house, the market advanced to a point where the house could not accept it at 5 cents. The house declines to fill the order, and the buyer must go out in the market and buy goods to take the place of those ordered, at a considerably higher price.

Now that house may have had a legal right to refuse that order, and it may not have had. If it had no right to refuse it, the buyer can hold it responsible for his loss. If it had a right to refuse, he is without redress.

Its right to refuse of course depends on whether the salesman had authority to accept orders, not for forwarding only, but to accept them then and there. If he had, no matter whether the authority was express or implied, the order became a contract when he got it, and the house cannot refuse to fill it. How can it be told whether the salesman had authority or not? If there is nothing in writing, it can usually be told only by considering what the salesman has been in the habit of doing. If he has always apparently accepted orders, and if the goods have always been shipped, then the law would say that the buyer has a right to assume that

the salesman had authority and the house was bound. If on the other hand anything had happened in the dealings to show that the house did not mean to give the salesman authority, a different situation would be presented. I mean, for example, if the house had rejected any orders a buyer had previously given the salesman, and he (the buyer) had accepted the rejection, the law would say that the buyer had been made to clearly understand that orders were not binding unless confirmed by the house. In such a case the house would not be bound.

(Copyright, November, 1914, by Elton J. Buckley.)

Question: J. W. Shipley, Macon, Ga.—Some time ago I ordered a barrel of paint from the Continental Paint Co. There was forty gallons of paint in the barrel. When it came to the freight station I got notice to come after the paint. I also got a letter from the paint company with the bill for \$37.75 for sixty-eight gallons in the barrel. I, as you will see, ordered 40 gallons and the bill was to be \$22.00. I notified the paint company, also the railroad company, that it was wrong and I would not accept it. I have my clerk as a witness as to what was said. They wrote me to take the paint and the forty gallons and hold the balance for further orders from them. I did not want to be bothered with the extra paint, which I did not want, by getting someone to haul back to the station and sending it back again, or to be bothered with it at all as I only had use for forty gallons. They have put it in the lawyer's hands. I have had the lawyer's letter from him. I answered the first letter and explained all to him. He still writes to me and threatens me with a suit if I don't pay. I have not answered any more of his letters and don't intend to. What is your opinion on this?

Answer.—If you ordered a barrel of paint, to consist of forty gallons, neither the Continental Paint Company nor anyone else can force you to take sixty-eight gallons. Nor can they force you to accept a contract for sixty-eight gallons, and subject yourself to the inconvenience of storing or returning the balance. My advice is to send their lawyer a flat refusal to do anything about it.

Question: Albert Pearson, Minneapolis, Minn.—A and B co-partners in the mercantile business. C is indebted to them for merchandise received. After using various methods of trying to induce C to settle the account, but without result, A and B turn it over to

o. for collection. The account
ally settled by C with D & Co.
a receipt given in full.
and B not hearing from D &
turned the account over to E
o. for collection. They wrote
regard to his account and C
luced his receipt given by D &

& Co. claim that a check was
e out in favor of A and B less
cost, enclosed in an envelope
addressed to A and B. Now
endorsement on the check is
ten in with ink. This is a dif-
nt endorsement from what A
B generally make on their
ks before taking them to the
s, as A and B use a regular
stamp for their endorsement.
letter in question never reached
destination. What recourse
e A and B, if any?

answer.—This looks like a col-
ion agency fake to me. If you
absolutely sure that you never
the check from D & Co. I
uld. enter suit against them.
eir only defense will be that
y paid you, and when they get
court—if they let the matter
that far, which they probably
not—and show the check with
peculiar endorsement, the
nce is the jury would not believe
m. Very probably a simple
eat to sue D & Co. would be
icient.

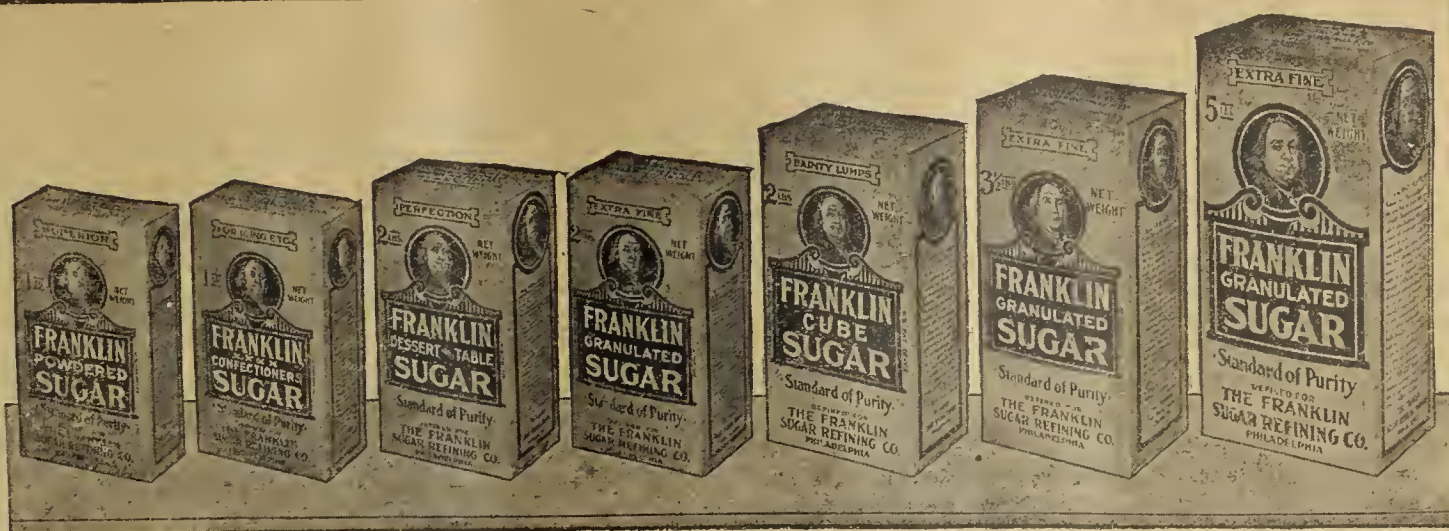
NOTE.—Requests for information in
department should tersely set out
ull all the facts bearing on the case,
all questions should be carefully
med to avoid misconstruction. Write
one side of the sheet only. Letters
uld be received at this office not
r than Tuesday of each week to en-
e an answer in the Monday's issue
owing. The signature and address
the writer must accompany all in-
ries, and will be published unless
re is a request not to do so. All
quiries received will be answered
hout charge. Address all communi-
ions to Legal Editor "Modern Mer-
nt and Grocery World."

Pennsylvania Organization Notes.

The Frankford Retail Grocers'
association now numbers over four
ndred members.

Mr. Smedley addressed the
azleton association on Monday,
ovember 3d. There was a large
tendance not only of grocers but
merchants in all lines of business.
ans were made for an enlarge-
ent of the work of the organiza-
on. Hazleton is a live town and
s live wire merchants and will
ve a large association.

The Latrobe association will give
banquet on November 19th. Mr.
medley has been invited to re-



Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated, Franklin Dessert and Table, Franklin Cube, Franklin XXXX Confectioner's** and **Franklin Powdered**, thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton**.

The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

Capacity of Cartons and Containers

Original containers of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows;—

FRANKLIN GRANULATED SUGAR is packed:—

*2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CAR-
TENS 120 lbs. to the CASE.*

DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

*POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with
paraffine paper lining) 24 lbs. to the CONTAINER.*

CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"When you buy **FRANKLIN CARTON SUGAR** you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

spond to a toast. This organization is exceedingly active.

Mr. Smedley, by invitation, addressed the Lancaster Chamber of Commerce at a luncheon given at the Stevens House on November 5th. The attendance was good and the guests included the business men in the town. Addresses were made by a number of the members and a motion was carried that the directors be urged to affiliate with the State association. Merchants of Lancaster have it in their power to make a powerful organization.

The Chambersburg association, which has been inactive for some time past, has decided to resume business on an active basis and at a meeting held on November 6th it was decided to go forward. The organizer was present and was warmly received. After Mr. Smedley's address committees were appointed to solicit the membership of every merchant.

Mr. I. G. Baird, secretary of the Waynesboro association, made a splendid talk at the Chambersburg meeting. Mr. Baird is bending effort toward making the Waynesboro association a big power; he has about completed arrangements to hold a "Home Trading Week."

The St. Clair association expects to be one hundred per cent. organized in a short time. Secretary Bausum is a hard worker and he intends getting a good award under the Pennsylvania Plan. Plans are being made for an Old Home Week to be held early in 1915.

Mr. Smedley will spend November 16th and 17th at Bradford; November 18th he will address a mass meeting of Pittsburg grocers; November 19th Latrobe; November 20th at Rochester.

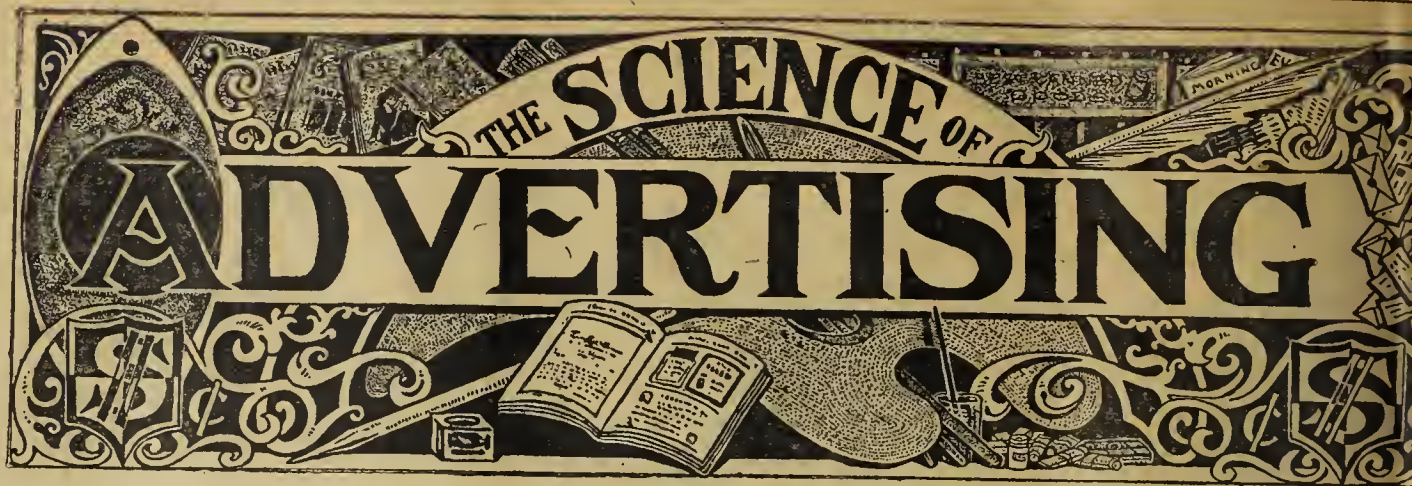
This week Mr. Smedley visited the associations at Carbondale, Scranton and Tunkhannock.

Want an association in your town? If you do write Mr. Wm. Smedley, 802 Chestnut street, Philadelphia.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.



Plainfield, N. J., Oct. 26, 1914.
Editor "Science of Advertising."

Dear Sir:—Inclosed find one of the many circulars I distribute. This one in particular brought the best results of any I have circulated. Will ask you to kindly make any criticism you would suggest as to this ad.

Thanking you in advance, I am,
LOUIS B. GOLDSTEIN.

Mr. Goldstein is using large circulars—12 x 18 inches, which I always advise is probably too large for a circular. If you are issuing a store paper and want to fill a page, it is of course a different proposition. For a circular I believe it pays best to stick to a smaller sheet. Here is the much reduced reproduction:

I should expect to get results from this circular, for the prices appear to be low. It is well printed, though the paper is poorer than it ought to be. It isn't even a good grade of newspaper. I should nudge my printer up on this, if I were Mr. Goldstein—he certainly ought to give him a better grade of stock, although it may be that Mr. Goldstein—advertisers do this sometimes—insists on his printer giving him his lowest possible price. As I have frequently explained, the users of printed material seldom save any money in this way, for the printer simply cuts down the quality of his paper when he has to cut his price. In printed matter you usually get just about what you pay for.

The chance is that Mr. Goldstein would have gotten as much and perhaps more results from a circular this size if he had arranged store plays of the articles he would have off the smaller circular, and put only choicest offerings in the advertisement. I say he might even have gotten because some people will read a advertisement that won't even begin a large one. This is not theory; actual fact. They say, "Oh, I wade through all that," and they undertake it. Mr. Goldstein will probably find it an interesting experiment issue smaller circulars and watch results. If he gets only as much as got from the large circular, then he saved a considerable part of the cost of his advertising. If he gets more and I repeat, this is by no means possible—then he has not only saved the cost of his printing, but has made it more productive.

I should make one rule for myself. I were Mr. Goldstein: I should have nothing in my advertising that I did not have room to root for. At least one word or two. He has found something to say about many of the articles advertised here, but with a lot of them has merely mentioned the name and price. This is all right if it happens to be a well-known brand of something offered at an obviously low price, with "new dried peaches," or "bottled vanilla or lemon," it is different.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

EXTRA SPECIAL CUT PRICE GROCERY SALE

FOR CASH ONLY

L. B. GOLDSTEIN

196 GROVE STREET

Between Linden Ave. and Green Brook Rd. PHONE 79-W

NOW IS THE TIME to stock up your pantry with a full line of GROCERIES, PROVISIONS, CANNED GOODS, VEGETABLES, ETC., of the finest quality at a BIG SAVING.—WE HAVE THE GOODS—YOU NEED THE GOODS—WE NEED THE MONEY—SO - BUY! BUY! BUY!

THIS SALE GOOD FOR FRIDAY, SATURDAY AND MONDAY

FLOUR! FLOUR! to introduce our SUNSET BRAND FLOUR, which we guarantee to be the best wheat flour on the market or your money refunded, we will sell for this sale only. 12 1/4 lb. bag 42c; 24 1/2 lb. bag 79c

79c

GOLD MEDAL or CERESOTA FLOUR
12 1/4 lb. bag 45c; 24 1/2 lb. bag special for this sale 85c
(Price by the Barrel \$6.80)

85c

Extra Special!! We will sell one lb. of our regular 27c Coffee, (good cup quality) Special for 18c

Eggs. A fresh shipment of Eggs direct from Flemington, N.J. pay 40c or 42c per doz. when you can buy them per dozen for 31c

Finest Creamery Butter; We are selling lots of this for the quality is excellent; special per lb. 33c

Butterine—Some stores ask you 28c to 30c per lb. for this same quality, our price all ways per lb. 23c

The Best Pure Leaf Lard, special per lb. 12 1/2c

Good Lard, special per lb. 10c

Evaporated Milk, tall cans, Reg. 10c per can. Special 3 cans for 20c

3-10 cans Square Brand Condensed Milk, special for 24c

1-10c can Campbell's Baked Beans for 1-10c pkg. Kellogg's Toasted C. Flakes

1-10c bag of Coal for 1-10c can of No. 3 Standard Tomatoes.

1-10c can Hershey Cocoa 1-14 oz. bot. Bonny Best Ketchup.

1-10c pkg. of Macaroni or Spaghetti. 1-10c pkg. Shaker Salt.

1-10c can Campbell's Soup (any flavor) 1-10c bot. Stuffed Olives

1/2 lb. Best Pure Black Pepper 1-10c pkg. White Rose Oatmeal.

1-10c Bot. Bisby's or 400 Shoe Polish 1-10c pkg. of Puffed Wheat for

1-10c can Black Jack Stove Polish

BIG

8c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

Just received a carload of the finest Jersey Potatoes, which we can candidly say are the Best cooking, mealy Potatoes in the city. We only ask you to try a basket, then put in your winter supply (ask for price by the sack) Per bushel 78c—16 qt. Basket Special for 39c

!! Best these 15c Specials if you can !!

2-10c 1 lb. pkgs. best Cornstarch spec. for 15c

2-10c Bottles of Vanilla or Lemon Extract for 15c

2-10c tall cans of Chloride of Lime spec. for 15c

2-10c Bottles Dr. England's Cough Syrup for 15c

1-20c can Pure Red Alaska Salmon Not Medium Red, special for 15c

1 lb. Shredded Coconut, reg. 20c spec. per lb. 15c

1/2 lb. can White Rose Cocoa, reg. 25c special per can 15c

3-10c pkgs. Pure Soup, all flavors for 15c

Finest (Whole Milk) American Cheese, the kind with the creamy taste that will bring you back for more, spec. per lb. 18c

4-5c Large Rolls of Toilet Paper 4-5c Boxes Blue Tip Matches

1-15c can B. & O. Molasses 1-15c pkg. Puffed Rice

3-5c can of Sardines, in Oil 3-5c cans Borden's, Pet Evaporated Milk

3-5c pkgs. Argo or Douglas Starch 3-5c best Laundry Starch

1 No. 3 can Pittsboro Peas, heavy syr. 1-15c Jar Warfield Pure Jam any flavor

1-18c can No. 3 Checker Brand Pineapple 1-18c can No. 3 Victory Brand Spinach

3-5c cans Kirkman's Scouring Powder 3-5c cans Babbitts Cleanser

1-15c pkg. Wheatena

BIG

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

SPECIAL

12 1/2c

3-12c cans finest Sugar Corn Special for 25c

Diplomat Brand No. 3 Canned Lemon Cling Peaches in heavy syrup, reg. 25c can spec. for 15c

Finest Canned Spinach No. 3 can, reg. 18c per can, spec. 2 cans for 25c

Finest Canned Succotash No. 2 can reg. 13c can special for 9c

New Dried Peaches, finest golden yellow fruit, large size, reg. 12c spec. lb. 9c

White Rose Pure Vanilla Extract, reg. 25c bottle, spec. for 19c

Milkman Brand Condensed Milk an Imported milk from Holland, full weight cans, reg. 12c per can, spec. 2 cans for 21c

2 large 10c cans, Whitewash Lime, Special for this sale 15c



In every drop of

MAPLE

We have put the quality that gives lasting and delightful flavor

ORDER YOURS FROM

JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.

H. H. SIMPSON, 841 E. 1st St., Buffalo, N. Y.

CRESCENT MFG. CO.

SEATTLE, WASH.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.
J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—
Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric

lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.
Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.

CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are D S A quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY CO.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 42.

We have to offer about 150 empty egg crates, in good condition, at 3 cents each.

WM. ARTHURS,
184 W. Lehigh Ave., Philadelphia.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Do You Know

of any truly successful store which does *not* use Electric Light?

☞ Electric Store Lighting is not only good lighting, but it is *good advertising*.

☞ The Electric Lighting System for your store need not be expensive—in fact, if you use the new Mazda lamps equipped with proper reflectors, you will have a very economical installation. We will be glad to plan your lighting system without charge or obligation.

The
Philadelphia Electric
Company

Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

FOR SALE.—Advertising pencils bring results; \$1.25 per gross up. Sample free. Grabill & Co., Lancaster, Pa. 21

WANTED

WANTED.—A used cash register. Must be in good condition and cheap in price. Address W. E. Jones, Greenwood, Del. 20

WANTED.—McCaskey register, late model, 500 accounts. Address Benjamin Wagner, Mont Clare, Pa. 20

WANTED.—Waste paper baler, new or second-hand; must be in good condition. Address Bauer & Harrison, 620 N. Second street, Philadelphia. 20

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Store, established 25 years, doing \$35,000 or more a year. Will sell for \$3,500. Carries \$3,500 worth of stock. Address G. H. Hullfish, New Brunswick, N. J. 20

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E.

corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—General store and stock for sale. Established 25 years, \$50,000 to \$60,000 annual business. In center of New Jersey's best farming district. This business can be greatly increased; it is a great opportunity for some one. I am selling on account of poor health. Address Chas. A. Spaulding, Allentown, N. J. 22

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent

\$16 per month. Address C. H. Berendt, 1121 E. Eleventh St., Wilmington, Del.

FOR SALE.—Stock and fixtures of corner grocery store, meats and delicatessen. To a quick buyer will sell the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 2

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet, two baths, three toilets, hardwood floors, gas and electricity. Also bungalow with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J.

FOR SALE.—Stock and fixtures of corner grocery store, established for years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$600. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FIXTURES

FOR SALE.—One Minnick wooden paper baler, never been used. Cost \$17.50, will sell for \$10. Makes bale of about 60 pounds. Address P. Leary, 37 Fayette St., Conshohocken, Pa. 2

FOR SALE.—Several new credit account registers which I must turn in cash at any sacrifice. Specifications 300 accounts, instantly adjustable metal leaves; beautiful quartered oak cabinet, no index to consult, one writing done all. Does away with all bookkeeping. Weight 35 pounds. Worth \$45, your for \$15 cash. Ralph Foye, 4 Farnum St., Worcester, Mass. 2

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost \$30. Also one rotary beef cutter, with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 2

FOR SALE.—A Johnston swing knife meat cutter, for which I paid \$40, used less than two years, in perfect condition for \$7.50. An Enterprise cutter for \$2.50, and a peanut hotter, costing \$8 for \$2, f. o. b. Slatington. Address E. F. Kern, Slatington, Pa. 21

MISCELLANEOUS.

FOR SALE.—Holly and holly wreaths. Can fill orders for above in any amount. Address Luther G. Welch, Bridgeville, Del. 24

FOR SALE.—One six-spring light wagon, covered sides, new top, good condition; \$20. Address W. H. MacMahon, 4300 Fleming street, Roxborough, Philadelphia. 21

AUTOMOBILES

FOR SALE.—A Ford delivery car in good condition; cheap. Address Crocker & Ellis, Fredonia, N. Y. 21

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf



This Counter Display Stand SELLS Red Seal Lye

Get this stand on your counter and RED SEAL LYE will sell itself as fast as your customers see it. If you're not getting all the sales you want write us. We believe in co-operating with the grocer, and we have the system that stirs up the sales for you.

P. C. Tomson & Co.

29 Washington Avenue

Philadelphia, Pa.

WHAT TO TELL CUSTOMERS

"Try RED SEAL LYE in the handy sift top can. It will help out with your housework in a hundred ways."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

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PHILADELPHIA, November 23, 1914.

No. 21.



Modern Merchant and Grocery World

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AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286.
Filbert 3287. Keystone, Race 746.
Private Exchange.

All Checks and Drafts payable to the Gro-
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An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Trying to Make the Physician a Friend of Coffee

Cincinnati Coffee Man Presents Plan to National Coffee Roasters' Association in New Orleans. Physicians Should be Kept in Touch with All Modern Coffee Developments.

At last week's convention of the National Coffee Roasters' Association in New Orleans, Charles Lewis, president of the James Heekin Co., Cincinnati, Ohio, presented a paper with a novel theme, viz., the need of educating the physician about the good points of coffee so he will favor it as a beverage instead of condemning it to his patients, as many physicians do now. Mr. Lewis has sent a copy of his address to this paper and some extracts from it are here presented:—

The thought comes to me that we have heretofore rather shirked our duty towards the important profession of medicine, which influences and even controls very largely, the dietary habits of the world. Certainly some of the members of this most valuable profession have given the enemies of coffee an advantage by their antagonistic attitudes towards the world's beverage; and these enemies have made use of this in a very broad way by advertisements in our daily papers, magazines, billboards and other means of publicity, all of which has without question worked an injustice on coffee.

The ablest physicians—the top notchers in their profession—when questioned, invariably place coffee where it belongs—in the category of auxiliary foods, valuable for its stimulating effects. We have no defense to make when approaching the big men of the medical world, for they agree that coffee taken in the pure state in proper amounts is stimulating and most healthful for the individual, and they all use it upon their own family tables.

We should lose no opportunity in getting before the physician full information as to the great care we take in the preparation of our various proprietary brands of coffee.

The physician has had no reason to investigate and learn that for the past 20 years the coffee roasting fraternity has been steadily raising the standard of cup quality of coffee. It is only a few years since the most popular of all coffees consumed in our country was that coffee which comes from the port of Rio Janeiro, known as Rio coffee. To such an extent have we pursued the policy of producing the best quality for the price, that Rio coffee to-day, notwithstanding the extremely low price at which it can be bought, is used only in a limited way.

Unbiased physicians and chemical scientists agree that coffee taken in its natural state is not unhealthful, but beneficial, and that it does to a degree preserve the tissues and satisfy the longing for a stimulant without causing a collapse; that the only objection that has ever been made to the stimulating quality of caffeine is that form which has been extracted in a chemical way. I have never found one to state that

caffeine as nature distributed it in coffee when taken in moderation as a food is harmful, but on the other hand, they declare it is actually beneficial to the human family.

I do not undertake in this paper to suggest anything to the physician that I know nothing about, nor do I desire to intrude on his professional field. I understand neither medicine nor chemical science. But I earnestly desire that this association should get before the physician the actual work that we are doing to raise the standard of coffee, not only coffee itself, but the methods for making the infusion. It is our part, duty and privilege to bring these facts before the physicians of the country, and when it has been explained to them and they understand the work that we are doing, I believe they will indorse coffee as the most valuable stimulant and food drink that the human family is heir to. This will assist us materially in setting aside false impressions in regard to coffee.

We must give the physician the facts as we have found them in our experience covering a period of many years in handling the product.

We want them to know that no two seasons bring forth the same drinking value in coffee, and that no matter of what growth the coffee is, there are so many grades that it is impossible to distinguish the cup value of the various coffees by location, sight or district; but it must be done by testing each individual coffee with which we come into contact. The physician is not interested in the appearance of the coffee; neither does he care in what country it grew. What he is interested in is the particular cup of coffee he is drinking, and which his patients are using. Is it good? Is it pure? Is it healthful? Does it contain the proper amount of essential oils above mentioned?

We all agree that roasting coffees is an operation of the greatest nicety; that by excessive roasting the aroma of the coffee, being volatile, is soon lost; by under roasting the flavor is not developed, and the coffee has a raw, thin taste. The physician should know that we roast the coffee just right to conserve the greatest amount of caffeine and aromatic oil, and that we take great care in the handling of the coffee after it is roasted, for we realize that it quickly absorbs any foreign flavor with which it may come into contact, and in this way the natural flavor of the coffee is often interfered with, if not lost.

We must take up this subject with physicians and inform them as a unit that we know by experience that the more finely coffee is ground the more thoroughly are the cells opened; that coarsely ground coffee is coffee thrown away; that with pulverized coffee the fully released caffeine and aromatic oils are quickly soluble when totally submerged in and intimately mixed with boiling hot water. He

will also be interested in the fact that there have been wonderful improvements made in the machinery for grinding coffee, that the members of our association have spent large sums in perfecting the grinding of coffee, and in ascertaining the degrees of fineness to be used with the different methods for making the infusion.

Now that we know most positively and without question that from pulverized or finely ground coffee results can be obtained that it is impossible to produce with any other degree of granulation, we should impart this information to our co-laborers, the physicians.

Physicians should be informed that needlessly poor coffee is very commonly prepared by people unacquainted with its nature as a decoction, for by them it is boiled for some time under the mistaken notion that the strength is not extracted unless it is boiled, when the fact is just the reverse. The fine aromatic oil (the flavor) is dispelled by boiling. A large percentage of coffee consumers, espec-

ially in the country, retain often times the old grounds from one meal to another, adding at each meal a little fresh coffee. Some persons even soak the coffee in the evening in cold water, so as to have it ready for the morning meal. Neither of these processes is correct.

We should get right down to the basic principles to solve the problem, which is: To bring boiling hot water and finely ground or pulverized coffee into intimate contact, in other words, to totally submerge the finely ground or pulverized coffee in boiling hot water, to get the soluble matter out of the coffee, and then to separate the liquid from the grounds in the most simple, quick and economical manner, so as to obtain all the natural aroma and basic principles from the coffee. It should be drunk as soon after the infusion is made as possible.

When the physician has all this information I am sure that those who now think differently will have a greater respect for coffee.

Which is Right, the Jobber or the Specialty House?

Both Sides of a Debate That Went on in Philadelphia Within the Week. A Jobber After Accepting Orders, Filled Them too Slowly to Suit the Specialty House. The Latter's Charge and the Jobbers' Answer.

Much has been said against the jobber for his alleged neglect of specialty orders. Not against all jobbers, but probably against the majority. Very few jobbers, apparently, handle specialty orders to suit the specialty man.

During the last week a local jobber has become engaged in a controversy with a specialty house. The latter sent salesmen through the jobber's territory and picked up quite a number of orders to be filled through this particular jobber. They were accepted by the jobber, that is, most of them were, but were filled but very slowly. Thereupon the controversy arose. The "Modern Merchant and Grocery World" has gotten the two sides of this argument and here presents them as typical, perhaps, of the controversy which is being constantly waged between specialty manufacturers and wholesale grocers. The "Modern Merchant and Grocery World" does not express any opinion as to where justice lies in the argument, but merely reproduces the argument itself:—

THE SPECIALTY HOUSE TO THE JOBBER.

We obtained from your customers, at our expense, orders for over 60 gross of our goods. When all the bad orders were eliminated, you still had orders for 60 gross on file.

These you accepted and promised to ship promptly.

You had only bought 40 gross of goods with which to fill orders for 60 gross. After a considerable time we called on you and found that you had not even shipped the 40 gross, but that you still had 25 gross on hand. In other words, you had filled about one-quarter of the orders you accepted, and the balance were growing stale and being lost. This is distinctly unfair to us. You were not obliged to accept the orders, but having accepted them you ought to ship them.

FROM THE JOBBER TO THE SPECIALTY HOUSE.

All the above is true, except the intimation that I am neglecting the orders. I am not neglecting them. All of these orders are small, involving but a small sum of money and a small profit to me. If I shipped them separately and alone without waiting for other goods to go with them, I would make no money on them whatever, because the cost of packing and shipping would more than eat it up. In other words, there is very little money in these orders for me unless I can slip them in other goods as they go out. That is what I am doing. As fast as I receive orders for other goods from the customers who gave these orders, I ship your goods with them. Perhaps by the time I get around to the last one, the customer will have changed his mind and the order will be lost. I can't help that, for I can't be expected to handle this business except in some way that will pay me.

I gave your Mr. Wagner check to cover our six stores to-day for one year. We find your paper very helpful and instructive.—Huey Mathews, Pittsburg, Pa.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 10

When a jobber allows you one per cent. discount in ten days, he pays you more for your early payment than you can get the money for to make it with. Any retailer with good credit can borrow money from his local bank on terms which will enable him to turn discounting into a steady source of increased revenue.

The minute you become a regular discounter of your bills, you become a better buyer and a closer buyer. You have done the always difficult thing of reducing the high cost of doing business without decreasing efficiency.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestor, Reiff & Co., 36 S. Front St., Philadelphia

Drake & Co., Easton, Pa.

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

American Specialty Manufacturers Begin Annual Convention in Philadelphia

Begin Three Days' Session on Thursday at Bellevue-Stratford. Session Mostly Devoted to Addresses. Move for Uniformity of State Food Laws. Guests of Local Manufacturers' Representatives at Banquet Thursday Evening. Summary of Friday's and Saturday's Proceedings.

The American Specialty Manufacturers' Association opened its sixth annual convention at the Bellevue-Stratford Hotel, Philadelphia, last Thursday, November 19th, and continued Friday and Saturday. The association instead of having its own banquet as usual, accepted the invitation of the Philadelphia Association of Manufacturers' Representatives to be present at its banquet, which was held at the Bellevue-Stratford on Thursday evening.

Owing to the second and third days' sessions being held on Friday and Saturday, it has not been possible to present fully in this issue more than the 1st day's proceedings.

The convention was called to order by Mr. Louis Runkel, president. An impressive invocation was delivered by the Rev. W. H. Roberts, D. D., L. L. D., calling upon God to bless the work of the association in its efforts to promote purity in every connection of the manufacturing business.

Mr. Cattell, City Statistician, represented Mayor Blankenburg with greetings of welcome from the city of Philadelphia. Mr. W. W. Frazier, Jr., of the Franklin Sugar Refining Co., was unable to be present so Mr. E. A. Zellers of that company responded to Mr. Cattell on behalf of the association.

President Louis Runkel's address called attention to the new constitution and by-laws and urged members to become familiar with them for the purpose of enlarging the association's value and field of activities. He referred briefly to the progress made in the formation of trade sections; to the auxiliaries' work of securing the membership of manufacturers not doing a national business who can nevertheless be benefited by affiliation; to the abuse of cash discounts; to the work of the Legislative Committee, assisted by the association's counsel, in distributing valuable information to keep members advised of laws affecting their business. He summed the value of the association as "minimizing expense of doing business

by the elimination of trade abuses, insuring the greatest degree of confidence in all the various channels through which our products are distributed whenever and wherever the stamp of the association is found in connection with business transactions."

The following firms answered to the roll call:—

Alart & Maguire, Atmore & Son, B. T. Babbitt, Beech-Nut Packing Co., Bloch Brothers Tobacco Co., Calumet Baking Co., Cleveland Macaroni Co., Diamond Crystal Salt Co., Dunham Mfg. Co., Fels & Co., Foulds Milling Co., Franco-American Food Co., Franklin Sugar Refining Co., Genesee Pure Food Co., H. E. Hall, Kellogg Toasted Corn Flakes Co., Lautz Bros. Co., Libby, McNeil & Libby, W. M. Lowney Co., W. M. McCormick, Merrell-Soule Co., Minute Tapioca Co., C. F. Mueller Co., Pacific Coast Condensed Milk Co., Pennsylvania Salt Mfg. Co., Purity Oats Co., Runkel Bros., Shredded Wheat Co., Swift & Co., P. C. Tomson Co., Towle Maple Products Co., United Cereal Mills, U. S. Tobacco Co., Martin Wagner Co., Welch Grape Juice Co., Wheatena Co., Whipple Co-operative Co.

Reading of the minutes was dispensed with.

Report of Board of Directors read by secretary covered the securing of the association's counsel, C. W. Dunn, for six months at \$300 per month, the matter of taking up with the Southern Wholesale Grocers' Association, the sending out of discount notices similar to those sent out by the National Wholesale Grocers' Association, the formation of committees to consider the welfare of each particular line in co-operation with officers and counsel.

Report of treasurer:—

| | |
|-------------------------------------|-------------|
| Balance in bank Nov. 20, 1912 | \$2,238 36 |
| Total receipts | 14,922 60 |
| | <hr/> |
| Disbursements | \$17,160 96 |
| | <hr/> |
| Balance Nov. 8, 1914.. | \$1,428 94 |

The report of the secretary spoke of the bulletins sent to members during the year and of the complaints reaching the office of the association against jobbers and retailers not following good business ethics, which matters the secretary endeavored to correct. Mr. Thunhorst expressed thanks for the Southern Wholesale Grocers' Association's co-operation in the matter of cash discount business.

Hon. James Foust, Dairy and Food Commissioner, spoke in part as follows:—

The responsibility of the food manufacturer is as large as his power of service to the people. Under the law he is free to make any food he can, only so that it is wholesome and is sold for what it is and in the amount declared. He has also the greatest opportunity to act as the adulterator, and he knows best what the label must contain to be true. But all know that an honest brand doesn't insure an hon-

est sale and that, if the manufacturer himself is deceived in his raw materials, his wares may suffer without bad intent on his part.

The commissioner has, it is true, the first responsibility for interpreting the law. If its wording leaves a doubt, he can give either the public or the vendor the benefit of that doubt. But even in such case, where the meaning is brought into question in its bearing upon a matter of importance, his duty is to give that benefit to the public. Otherwise, with laws and the organization of the public business as they now stand, the people's side cannot get before the court.

I have spoken of the manufacturer and of the commissioner. It is high time to say something directly about the relation. Will you pardon me if I put the commissioner's business in homely words? It is his privilege to encourage the food manufacturers and dealers to behave, and within the limits of his authority, to help them behave; but it is his duty to see whether or not they are behaving, and if he finds some are not, to take these to the courts for judgment and the application of the remedies prescribed.

This matter of behaving or not behaving is very largely a question

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

A Basket Potatoes Out of Place—Was It?—Odd places for things have been written about many times in "Straight Talks to Clerks," showing the effect such departures make on the mind of the customer. But a recent experience of what looked like carelessness goes to show that by doing a thing contrary to sense and good order real good may follow.

Several half-bushel baskets potatoes were on display, but she insisted on the clerk selecting "that particular one."

For some unaccountable reason he placed it on the counter, and in doing so was called to the phone. While talking there a second customer came up to the counter and ran into the basket of potatoes, of course. Could she have "one just like it." She certainly could. Another old lady came up and remarked about the fine looking potatoes and she ordered a basket. In came a man, coffee customer, and he commenced handling the potatoes and wanted "one just like it" sent home.

Well, the play kept up all the afternoon, but in the meantime the manager said, "Leave that basket potatoes right there." It was funny, because alongside of the basket appeared a show of dates, figs, jams, mince meat, etc.

Everybody was struck with the incongruity of the thing, yet this very incongruous situation sold that afternoon and evening up till 6 o'clock no less than nineteen baskets potatoes that

positively would not have been sold (aside from the original one) except for the oddity of location.

Now, what is the lesson that this teaches? It shows us a vulnerable part of human nature and that all can reach that part and play to it successfully.

To do this we are at times to get away from set rules. Not always such extremes as the potato stunt, which was purely accidental. Your first-class highly trained, one-idea manager would have had the insulting thing removed immediately.

But the man who ignored training and was many-sided, along with a humorous side—sold the potatoes.

You will sometimes hear about young men having "initiative"; that means doing things different, taking short cuts to accomplish the same or better results. Often discarding the old methods entirely and still arriving at the right point more quickly, more effectually than by the old way. The reason we don't make ourselves more valuable is the reason that we lack initiative and the reason we lack initiative is because we're too mentally lazy to think.

There isn't a part of the store or the storehouse or cellar that you can't improve if you put your thinking cap on. There isn't probably any part of your order system that hasn't a weak spot that will reveal itself to you by constant, earnest thought.

Thinking will make a man of you.

of fact, sometimes of many facts. The commissioner's door ought to be wide open to the manufacturers who come with facts; in view, however, of his public responsibility, he should not be thought impolite if he keeps the door wide open while they are with him. It is hard enough to be always fair; it is even harder to *seem* always fair.

There is one point in your "objects of organizations" upon which I will venture to touch; that is, *uniformity* of food laws. Uniformity is certainly desirable; efficiency is even more desirable. If you mean secure somehow the best law possible and bring the laws of the other States or of the United States up to that, that is one thing. If you mean secure uniformity everywhere, and then oppose improvement anywhere unless it can be had everywhere at the same time, that is a very different thing. Even if you and I came to full agreement upon what law would be desirable, the probability that all the State and National legislators would agree with us is very distant.

The co-operation of the honest and enlightened manufacturers and dealers and of the public press with the food commissioner has driven most of the grosser forms of adulteration from our foods. Their sanitary production and handling is fast coming to be regarded as even more important. While the laws committed to me for enforcement contain little that is specific upon food sanitation, I desire to use this opportunity to express my sense of its very high importance.

Mr. A. M. Alexander, chairman of the Publicity Committee, touched upon the regular matter distributed on the

use and abuse of cash discounts; the effort to have the stamp of the association in use on letter heads and order blanks as standing for a square deal; the new booklet containing by-laws, etc.; the work of securing circulation statements from trade papers.

Mr. A. C. Monagle stated that the Legislative Committee were having printed a bulletin giving a summary of the legislation of the past year affecting members, which would be distributed as soon as off the press.

Mr. Runkel appointed at this time Committee on Nominations: W. H. Lipe, Canajoharie; C. L. Raynor, Boston; Mr. MacDougall, Chicago; S. W. Eckman, New York; C. F. Mueller, Jersey City; and Committee on Resolutions: W. B. Cherry, Syracuse; C. T. Lee, Battle Creek; Fred. Mason, Niagara Falls; George Nowland, Philadelphia; J. A. Bloch, Wheeling.

Mr. A. J. Porter, president of Shredded Wheat Co., said on "Factory Sanitation and Welfare" that these things pay; first, because they are right and "right is might"; because of the establishment of a cleaner and more moral atmosphere

which makes positions in such factories something desirable; because it helps to uplift the work of the whole industrial army throughout the country; the vocational training we give our employees enables them to earn their living in more than one way; produces a much larger output and of a higher grade; wherever these things are found, the public does its buying; finally, corporate usefulness is just as important as that of the individual.

Mr. Lipe, of Canajoharie, told of the work of his company along welfare lines, dwelling on the enjoyment and satisfaction of the firms practicing this good work and stating that the more given the greater the returns in loyalty of employees, and greater efficiency, and the advertising value of such a reputation.

A letter was read from Mr. G. E. Lichty, Waterloo, Iowa, former president of the National Wholesale Grocers' Association, regretting inability to be present, extending wishes, etc.

After recess Fred. R. Drake spoke of a few evils that the jobber would like the manufacturer to correct: First, the taking of orders for broken packages or parts of

cases, making it necessary for the jobber to repack at a cost of 7½ to 10 per cent. extra; second, the question of terms. Jobbers' terms vary in different sections of the country and we would appreciate your informing your salesmen to refrain from stating any terms whatever.

Mr. Drake then devoted some time to discussing the desirability of a universal system of weights and measures, advocating the metric system, which is used by practically every country but Great Britain and her colonies and the United States. He suggested that manufacturers print on their labels along with the English weight the metric equivalent, in order to familiarize the public with this system and also for the promotion of business from other countries on a time-saving and more satisfactory basis. Mr. Drake contrasted the simplicity of the metric system with the confusion of the English tables of weights, measures, etc.

Mr. Runkel referred Mr. Drake's suggestion to the incoming Board of Directors.

Dr. Carl L. Alsberg was not present but sent word that he would

(Continued on page 12.)

The Cox Gelatine Co. ask their customers to co-operate with them in aiding the

RED  CROSS

THROUGHOUT the civilized world people are pouring out money, labor, personal sacrifices, and even their lives, in the cause of the Red Cross. The work is non-partisan, non-sectarian, absolutely neutral, and merits the hearty support of every American. In order that we may make a substantial contribution to the Red Cross, and give every American woman an opportunity to share in the gift, we are advertising in the leading women's magazines the following offer:



Cut out the yellow label

Every yellow label appearing on the front of a package of Cox's Gelatine will be redeemed if presented before February 1, 1915, for 1 cent in cash, to be paid to the Red Cross. All labels are to be sent to the headquarters of the National Housewives' League in New York, who will send them to us each week and receive our check in return, payable to the Red Cross.

Grocers can help by passing the word to their customers. With proper co-operation a fund of several thousand dollars will be realized.

THE COX GELATINE CO.
100 Hudson Street, New York

Poultry Market Not Affected by Foot and Mouth Disease

Agricultural Department Says Any Advance in Poultry Prices Does Not Come From That. Breaking up Bad Egg Traffic. Potato Quarantine in New York State.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
November 20, 1914.

The rise in price of poultry of all kinds which is reported to have taken place in various States cannot, in the opinion of experts in the United States Department of Agriculture, be in any way attributed to the outbreak of the foot and mouth disease. This disease does not affect poultry at all, and the Federal quarantines of various States—14 in all—now lay no embargo upon shipments of poultry. For instance, Rhode Island can still send out her Thanksgiving turkeys, although no cattle, sheep or swine can leave her territory.

It is true that when a case of foot and mouth disease is found upon a farm that farm is absolutely quarantined by the State or local authorities. No produce of any sort can leave it, the owner is not even permitted to drive his horses on the public highway, and in some cases his children are not allowed to go to school until the exposed stock have been done away with and the entire premises thoroughly disinfected. Since the disease, moreover, is readily communicated from farm to farm by cats, dogs, poultry and human beings, the local authorities exercise their own discretion in determining what restrictions should be placed upon shipments of produce from the area in the immediate vicinity of the infected farm. These areas are so limited in extent, however, that the amount of poultry that may thus be prevented from reaching the Thanksgiving market is an inappreciable percentage of the total supply. Poultry from the uninfected areas in the various quarantined States can be moved freely without the least danger of spreading the disease or of injuring the health of the consumer.

Federal, State and city authorities are now actively co-operating in Illinois to put an end to the illegal traffic in rotten eggs. From evidence already gathered, there

seems to be a definite market in Chicago for "rots and spots" at \$2 a case of 30 dozen. In consequence rots and spots from all over the surrounding country have been coming into Chicago in large numbers. In the past the delay necessary to secure authorization from Washington to make the seizures under the Federal Food and Drugs Act has proved a serious handicap in breaking up the traffic. With the co-operation of the State authorities, however, this delay is now largely obviated. Under the detention section of the State law governing this matter, State inspectors are able to hold suspicious shipments for examination and further investigation. In this way not only are seizures made possible, but the necessary steps toward criminal prosecution are also facilitated. One of the firms in Chicago handling these bad eggs has already been tried by a State court and found guilty. Shipments of bad eggs are also being reported to the authorities in Chicago by Federal, State and city inspectors in other States in order that these eggs may be traced to their ultimate destination.

Although there is a certain demand for inedible eggs for technical purposes, such as tanning leather, most of the rots and spots that reach Chicago are first broken and frozen and then sold to bakers for use in cakes and other forms of food. In one instance, at least, a shipment of these eggs was traced to a firm which admitted that they had no use for them except in food. As a matter of fact, Federal inspectors have been able to secure ample evidence of the use of unfit eggs for this purpose. Now, with the State and Federal authorities working together, it is believed the traffic can be broken up very rapidly.

Another important result of the work in Chicago it is hoped will be to persuade other cities and States of the necessity of assisting the Federal Government in destroying the traffic in bad eggs. That

this can be done has already been demonstrated in Trenton, N. J., where eleven indictments have been found on the charge of conspiracy in connection with this business. All of the indicted men are now awaiting trial. Such criminal prosecutions it is believed will do far more to put an end to the traffic than any number of seizures or fines. The profit in the business is so great when conducted on an extensive scale that the dealer can well afford an occasional fine. His rots and spots cost him so little that when his goods are seized the loss is insignificant, and in many cases he has no reputation at all to suffer from the consequent exposure.

The Department of Agriculture has quarantined the counties of Clinton and Franklin in New York State on account of the existence of powdery scab among potatoes there. This action was taken after a public hearing on the matter held

November 13th and becomes effective on November 16th.

Technically the department has quarantined the whole State, but through the co-operation of the local authorities in quarantining the two infected counties, it will be possible for the Federal Government to remove all restrictions upon the movement of both table and seed stock from the area outside of these two counties. The provisions of the quarantine are in general identical with those in force in Maine. Potatoes intended for seed must be grown in soil that is uninfected, and must have been stored away from all diseased stock, and must be found upon inspection by Federal authorities to be absolutely free from any traces of powdery scab. They are then tagged and can be moved in interstate commerce. Table stock can be shipped out as long as no actually diseased potatoes are found in the lot.

HOLT.

Another Good Scheme "Busted"

"Linwood Haines, Ltd.," Mail Order Scheme Which Started in New Jersey Several Months Ago, and Which This Paper Predicted Would Not Succeed, Has Receiver Appointed After Its Stockholders Are Told Its Affairs Are Hopelessly Entangled. Sold \$148,953 Worth of Stock.

Several months ago a new mail-order scheme bobbed up in Camden, N. J., which called itself the "Linwood Haines Co., Ltd." It had a lot of glittering schemes and ideas and promised consumers that it would soon have the middleman well eliminated. The "Modern Merchant and Grocery World" investigated the concern, published the result of its investigations and predicted that the scheme would not succeed. Last Thursday a receiver was appointed for it and its affairs prove to be so tangled that probably nobody can unravel them. The company has been doing some business, advertising chiefly in country weeklies, but to some extent in dailies also.

The "Linwood Haines Co., Ltd.," succeeded in selling its stock to about 1,500 consumers, not one of whom will get a dollar back. From this number \$148,935 was collected in hard cash, the promoter Linwood Haines not having put up a solitary cent.

We reproduce here part of a newspaper account of the creditors

meeting in Camden on Wednesday. It very clearly shows how the concern has been run and in many respects is typical of many such investment concerns, not only those whose stock is offered to consumers, but those whose stock is held by merchants:—

Three hundred of the 1,500 stockholders of the Linwood Haines Co., Ltd., which does a mail order business in Camden, held a meeting yesterday in the auditorium of the Y. M. C. A., Camden, to discuss the company's financial condition. The stockholders were principally from the rural section of South Jersey. The meeting was called to order by Linwood Haines, Jr., the president of the concern, who stated that he was prompted to summon the stockholders by reason of the action of a meeting held by other stockholders recently at the Ridgeway Hotel, Camden, when they employed an expert accountant to go over the books. The accountant's report is in the hands of United States District Attorney J. Warren Davis, who represents many of the shareholders.

Mr. Haines read a voluminous statement, the substance of which was that the company was in need of "fuel" or cash, because of pressing liabilities, the war and business enemies, such as bankers, trade journals and retail dealers who, he said, are opposed to the mail order business. He said that no little of the trouble was due to a lack of

co-operation of the stockholders. He added that in three years \$125,000 worth of stock was sold at a cost of \$30,000 in commissions and that \$25,000 had been spent advertising, and he declared that some quick action was advisable.

Haines then presented a plan which proposed that each of the 1,500 stockholders obtain five customers, each to purchase \$25 worth of merchandise every three months. This would net them at least \$60,000. He also planned that the present stockholders agree to pay at once for \$100 worth of merchandise, to be delivered at some future time. This would give the concern a new start.

Cards were distributed among the stockholders to sign the agreement to purchase the \$100 worth of goods. Only four agreed to such a plan.

Attorney J. Warren Davis asked Mr. Haines if he could not furnish a financial statement as to the exact condition of the company. Mr. Haines replied that the books of the secretary and treasurer were open, and added that he was not an expert accountant.

"Then you, as the largest stockholder, have not made any effort to have a financial report made so that you might inform the stockholders of the true condition of affairs?" asked Mr. Davis.

"No," replied Mr. Haines.

"Is it not true," continued Mr. Davis, "that your secretary has gone out of this jurisdiction?"

"It is not true," said Mr. Haines. "I do not know where he is. He has gone away before and he always came back and I reasonably think he will return."

"Isn't it a fact that you have at all times had absolute control of the company?"

"I have," answered Mr. Haines.

"It is also a fact that you have never invested a single penny of your own money in the concern?"

"That is a fact," admitted Mr. Haines.

"You created your own Board of Directors for the Linwood Haines, Ltd., Co. by placing the department heads on the board and you fixed their salaries and they fixed you?"

Mr. Haines admitted that such was the case.

Following the examination of Mr. Haines, Attorney J. Mercer Davis, brother of J. Warren Davis, read the report of the expert accountant engaged by some of the stockholders, who at the outset said that the company's capital, \$1,500,000, was excessive, that there was no plant, machinery or buildings owned by the company and that \$148,935 worth of stock had been issued. The report concluded by showing net assets of \$35,369.25 and liabilities of \$28,867.01, and Haines put the good will at \$500,000.

After the report was read there was considerable wrangling by the stockholders, which resulted in the appointment of a committee of eight to employ another accountant to go over the books.

The company was originally incorporated under the laws of New Jersey about three years ago, and was reincorporated during the summer of this year under the laws of Delaware, with a capital stock of \$1,500,000.



Don't Let Your Tea Trade Go to Peddlers

The taste for tea is acquired—not natural. Once acquired, it stays.

Every live dealer can, by little effort, educate his trade to a particular quality or flavor of tea and, by selling TETLEY'S TEA, he is sure of uniform quality and flavor the year around. This will insure the return of customers again and again for that particular tea, and keep his business steadily progressive.

No premiums, no china, nothing but the finest selection of India and Ceylon tea, carefully blended to a permanently uniform quality and packed in attractive air-tight tins—

THAT'S TETLEY'S

"Blended and Packed in London, England"

A high grade package tea that will bring to your store ALL the tea trade of ALL your customers.

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street

::

NEW YORK CITY



TELL YOUR CUSTOMERS

"When TETLEY'S, the best tea, costs less than half a cent a cup, why not have it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

WITH THE EDITOR

The United States Government has brought a new and enormously effective weapon

A New Food Law Weapon.

into the fight against food adulteration, which still persists in spite of many laws and eternal vigilance on the part of those enforcing them. It is an old act of the United States, not often used, providing very heavy penalties for conspiring to violate any law of the United States. Naturally it can only be invoked where two or more persons are concerned. But where conspiracy can be proven a fine much heavier than can usually be imposed under the Federal food act is possible. Witness the recent cases against the New York coffee misbranders, who were fined \$3,000 each and deprived of their citizenship. Such a punishment has never been imposed under the Federal food law and could not be imposed.

The writer's view is that very many cases which have been brought under the Federal food act could have been brought under the conspiracy act if the Government had wished to so bring them. It will probably wish to do so whenever possible from now on, as the much larger penalties naturally act as a stronger deterrent than the foolish \$5 and \$10 fines which have been imposed by the hundreds under the Federal food act.

Tomatoes have just proved again, although they did not need to, that they are the most unreliable commodity on the face of the earth,

Tomatoes Do Their Favorite Stunt Again.

that he who speculates in them is merely guessing with nothing to go by, and that they can stay under water, i. e., sell below cost of production, longer and live, than anything else on the market.

Readers of this paper have been kept in touch with the recent sharp fluctuations in canned tomatoes. The market got down to 62½ cents, which all agree was fully 7½ cents below the actual cost of putting them in cans. One large packer, when the market reached 72½ cents, bought 15,000 cases. He was perfectly warranted in believing that as tomatoes were already down

to about cost of production, they were a safe purchase. That is, he would have been warranted if it had been anything but tomatoes. With tomatoes, he was hardly warranted in believing anything not actually in evidence. His loss on the purchase amounts to \$3,000.

If we were in the grocery business we should buy tomatoes as we needed them, and pay the price. We say for probably the twentieth time that if the most ardent believer in buying tomatoes ahead were to figure up his losses and gains for ten years, he would probably find himself behind.

A report which an American Consul has just made to the State Department on

A Useful War Lesson.

"First Effects of War in Argentina," demonstrates two interesting things: First, how dependent even the most advanced and enterprising country is on other countries, and second, what a splendid field exists for American products in South America.

From the report referred to we take the following:—

To date the European war has had a very detrimental effect upon Argentina financially and commercially. The scarcity of coal has compelled a reduction of practically 40 per cent. in all railroad service. The exportation of coal has been prohibited by the Government. Steamers are allowed to load only enough to carry them to the next port. The advance in the price of coal to 60 shillings (\$14.58) and upwards has raised all freight rates approximately 200 per cent. The further increase in the insurance rates on all British ships has made prohibitive the cost of shipping Argentine products, such as corn, hides, wool, tallow and skins.

Nearly all the meat plants have closed and have discharged their men, retaining only that small portion of the force needed in the work of supplying the local demand for meat. The directors of some of these plants have stated that their plants will probably remain closed until shipping conditions are more nearly normal.

Thirty thousand men are out of work in the city of Buenos Aires alone. Food prices in the city have risen almost 100 per cent. in most lines. Meat has advanced in price over 60 per cent. City authorities have been endeavoring to control the price of bread, and a law has been proposed to prohibit the exportation of the relatively small surplus of wheat (230,000 tons) in order to keep down the cost of flour and bread.

Among the items affected by the war are women's spring wear, hats, etc. It is stated that most of the orders placed in Europe for these goods were to have been shipped this month and that the war has made impossible the filling of the greater part of these orders.

Shortages in different commodities are occurring and will occur with increasing frequency from now on. A market to which during the coming year some \$100,000,000 worth of goods must come from sources other than those formerly drawn on is well worth the investigation of any manufacturer who is in a position to do export trade. The present crisis presents an unparalleled opening for the American manufacturer in Argentina and indeed throughout South America.

Bear in mind that the Argentine Republic is not a colony of any of the warring countries; it is an independent nation. Yet its business is crippled, its food advanced one hundred per cent., and 30,000 of its workers are idle in one city alone.

We have all been too dependent on other countries. The war will teach us a useful lesson in this respect.

We wonder whether the big express companies aren't just about doomed. If the

Are the Express Companies Dying?

parcels post continues to cut into their business the way it has done during the past year every big express company in the United States will be dead by the end of next year. The operating income of the eleven large express companies for the last year before parcels post was passed was \$4,413,000. The income of the same companies during 1914 under parcels post was \$404,000, a loss of about nine-tenths of the entire income in one year. One company, the United States, has already gone out of business, and it is hard to see how the others can hold up much longer.

Would anybody miss the express companies? We think not. Parcel post either is or could be made a perfect substitute for them, and the user will know that he is being treated fairly and isn't being grafted upon. As a matter of fact there never was any real room for the express companies as express companies. The railroads could have done everything that the express companies did, just as well and for less money. The express

concerns merely pushed themselves in between the railroads and the public, and created out of a shoestring a business that came to yield a bigger return on the investment than the Standard Oil Co. For a long time these companies have practically no investment. They performed a service with other people's equipment. And as they grew they grew more and more arrogant, and more and more indifferent to the rights of their customers. So much so that the investigation before the Interstate Commerce Commission showed that the Adams alone had—we think—nearly \$30,000 on hand, all accumulated by charging for shipments at both ends!

But the express company of today is a vastly different company from the old express company. Today it fawns upon the public and makes itself conspicuous in the public interest, as in its scheme to put producer and consumer together. But these courtesies come too late. Express companies are facing extermination, and almost everybody will be glad to see them go. We can get everything we need from parcels post, and get it honestly and right.

AMONG THE TRADE.

A. C. Sapper, who has for a long time acted as salesman for H. Kellogg & Sons, died last week.

The Interstate Commerce Commission's ruling that on all railroads and warehouses effective November 15th only two days will be allowed for free removal of freight from point of unloading, affects sugar shipments as well as all other freight.

Milton Orme, recently a partner in Sutton & Vansant, wholesale coffee dealers, has associated himself with the green coffee department of the Lowry Coffee Co. Mr. Sinnickson, formerly salesman for Sutton & Vansant, has gone with Thomas Roberts & Co.

Charles Strickler, the importer of delicatessen specialties at Second and Callowhill streets, Philadelphia, died at his home on Thursday last. He has been ill for several months.

A Personal Experience With a Cut Price

The American Fair Trade League, an organization of the manufacturers of proprietary brands, has been working on consumers for several months now, in a masterly effort to persuade them to boycott the dealer who cuts prices on proprietary brands like the Wm. L. Rogers Watch or Kellogg's Toasted Corn Flakes. The sermon preached in many forms to the consumer is that the price-cutter is unreliable, that he has no regard for the higher standards of business, that he is violating the rights of the manufacturer and of other dealers, and only uses the cut price anyway to get the consumer in where he can sell her something else, probably at an exorbitant figure.

Though thoroughly in sympathy with the fundamental idea, I have never ceased contending that the work which the A. F. T. League is doing with consumers is being and will always be wasted, because the consumer is selfish—in a sense justifiably so—and cares naught for the higher standards of business

and what not, so long as he can buy for 80 cents an article which he knows sells usually for a dollar.

A personal experience with a cut price:—

Last week I had occasion to buy an automobile horn. Probably the best is the Klaxon, which is one of the most conspicuous trade-marked products on the market. The Klaxon people have their customers tied up as fast as they can tie them to retail the horn for the uniform price of \$10. I knew that some dealers sold for less.

Into one large and well-known retail store I went to ask their price for the Klaxon horn. Ten dollars. But some people sell for less. Yes, but we won't. Why? Because we buy direct from the manufacturer and he makes us promise not to. But the other people? They don't buy direct—they buy from jobbers and are not tied up.

This argument did not seem compelling, and I did not buy, but went to another dealer inquiring for the price of the Klaxon horn. *Eight*

dollars. Same horn, same guarantee—same everything except the price. I saved \$2 by buying at the second place.

Now what possible argument could either the manufacturer of the Klaxon horn, or the dealer whose price was \$10, give me as to why I should waste that \$2? They could probably fill me full of arguments that from the standpoint of pure logic would sound well and hold water. But would they work on me to such an extent that I would deliberately throw that \$2 away? I am afraid not. I am afraid that that \$2 would weigh more with me than almost anything the manufacturer and the \$10 dealer could say, because I would see in their arguments an effort to benefit *themselves* at my expense. Of course the advocates of limited prices say a cut price hurts the consumer too, just as much as it hurts the manufacturer and the trade, and sometimes there is something in that. But it would take some hypnotist to convince me that in that

Klaxon transaction any hurt came to me. I saved \$2; that fact would stare me in the face the whole time the debaters were talking.

I admit I am quite selfish about it. So I believe are consumers generally. That is exactly the point. They see what looks to them like a clean cut saving, and that is all they see. It is like moving mountains to convince them—to convince me, in this case—that I really did not save anything in the Klaxon transaction, but merely sowed the seed for greater losses later. Most consumers would say what I say—that for an obvious, tangible saving of \$2 to-day I am willing to take my chances as to the greater losses later.

This is not an argument for price-cutting. It is merely an effort to demonstrate what I have often tried to demonstrate before—that the most ingenious and plausible argument possible to frame is probably impotent before human selfishness.

E. J. B.

4

¶ When you sell nationally advertised products, every magazine, every bill board, and every city newspaper becomes a salesman for you. Working, in and out of season, to bring customers *to you*.

¶ Ever think of that?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Dom-
ino Products"



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Electrical Supply Dealers.

Hatfield, Pa., Nov. 11, 1914.

To the Editor.

Dear Sir:—As a subscriber to your paper, would you kindly give me the address of a few reliable wholesale electrical supply dealers in Philadelphia or Allentown, Pa.?

Yours truly,

H. L. GROSS.

Rumsey Electric Co., 1231 Arch street; H. C. Roberts Supply Co., 905 Arch street; Albert Gentel, 1503 W. Columbia avenue, all Philadelphia, Pa.

Dealers in Nuts.

Mount Carmel, Pa., Nov. 12, 1914.

To the Editor.

Dear Sir:—Kindly give us the names of firms who sell their own nuts, such as black walnuts, pecans and English walnuts; also firms selling vegetables in glass.

Yours truly,

GEIST'S GROCERY.

For pecans and English walnuts, Birdsong & Co., 936 N. Delaware avenue; black walnuts (30 cents a pound in quantities less than 250 pound barrels), Lummis & Co., 148 N. Delaware avenue; all kinds of shelled nuts, D. S. Dengler, 102 Chestnut street.

Vegetables in glass jars, Githers, Rexsamer & Co., 40 S. Front street.

House Selling Drop Lights, Etc.

Wilkes-Barre, Pa., Nov. 16, 1914.

To the Editor.

Dear Sir:—Please put me in touch with some wholesale house selling drop lights, mantels, etc., and oblige,

Yours truly,

L.

Welsbach Co., 1934 Market street, Philadelphia; E. F. Roth Electrical Supply Co., Wilkes-Barre, Pa.

Wanted A Bag Rack.

Erie, Pa., Nov. 16, 1914.

To the Editor.

Dear Sir:—Kindly try and get me a second-hand bag rack.

Yours truly,

FRED. J. KLICK.

Try H. F. Heacock, 51 N. Second street, Philadelphia.

A Criticism of Some Contest Ads.

Newark, N. J., Nov. 16, 1914.

To the Editor.

Dear Sir:—I thank you for your prompt remittance of the \$20 prize for my advertisement relating to Moxley's Oleomargarine, and of course feel encouraged to try again.

In examining many of the advertisements I rather believe they failed because they made too prominent the oleomargarine. For, say what you will,

that particular word does not attract the housewife; and, in fact, she is not apt to read any further. But when she sees that a saving of 36 cents per week has been made by another woman, she is going to see why "this is thus." Maybe I am wrong, but I think not.

Yours truly,

F. M. ROOT.

A Show Window Paper.

Mount Carmel, Pa., Nov. 14, 1914.

To the Editor.

Dear Sir:—Would be glad to receive information as to whether there is a paper published on show card writing and window trimming.

Yours truly,

ESAIAH J. HOPKINS.

"Merchants' Record and Show Window," 431 S. Dearborn street, Chicago, Ill. Monthly publication, at \$2 a year. "Selling and Display," 106 E. Nineteenth street, New York City. Quarterly publication, at \$10 a year.

The United Grocery Co.

Sugar Notch, Pa., Nov. 16, 1914.

To the Editor.

Dear Sir:—Would like if you could give me some information concerning the United Grocery Co., of Toledo, Ohio. Their agent is working in this section at the present time and I would like some information concerning this firm.

Thanking you in advance for any information you will be able to give me, I am,

Yours truly,

A. G.

The United Grocery Co. recently had some advertising in the "Modern Merchant and Grocery World." It is a corporation of large capital which is exploiting a co-operative buying enterprise on a large scale.

What Do You Think of This Idea?

Cresco, Pa., November 14, 1914.

To the Editor.

Dear Sir:—Though eminent retail merchants of this State have become interested individually in the laudable work of relieving destitution amongst the Belgians, I have not noticed any efforts being made by trade organizations. It seems to me there must be a great number of retail grocers and general merchants like the writer who would be glad to join in a movement to furnish a shipload of provisions made up from the stocks of the retail grocers of the State, or if this would seem too large a task, then to co-operate with associations in New York and New Jersey and send a solid carload of groceries and provisions.

I believe you are in a position to properly represent the retail grocers of the State. If you think well of the proposition and will open your columns

to subscriptions, I will be glad to contribute. I believe this method very much better than asking for cash contributions, for the reason that the dealers already own the goods and from their stock would send a few cases of several kinds of vegetables, for instance, without drawing heavily on their stock.

I am not giving this for publication, though if you desire to use it I have no objections.

Yours truly,

J. A. SEGUINE.

We publish this to see what response it gets. This paper would be extremely glad to act as receiving bureau if there is a demand that it should. We will see what grows out of the publication of Mr. Seguire's letter.

An Itinerant Ink Scheme.

Adamstown, Pa., Nov. 16, 1914.

To the Editor.

Dear Sir:—Do you know the Penn Ink Mfg. Co., your city? They had a representative call on us demonstrating their product, which you could not, according to their way, destroy the writing with their ink by the use of acids as other brands. They claimed all banks and business houses use it. I doubted and didn't buy any and concluded to ask you.

Yours truly,

H. F. SNADER & Co.

The company referred to is not listed in the telephone directories of Philadelphia.

Wm. H. Hoskins Co., 904 Chestnut street, Philadelphia, have a guaranteed ink like the above description at 25 cents a quart. It was reduced from 55 to 25 cents because there was little demand for it.

The concern you name is probably merely a peddler.

Dealers in Ready-made Signs.

Wilmington, Del., Nov. 18, 1914.

To the Editor.

Dear Sir:—Can you give me the address of some one having ready made grocery signs?

Yours truly,

WM. P. WRIGHT.

The Grocers' Printing Co., 31 N. Second street, Philadelphia.

Officers of the United Grocery Co.

Prospect, Pa., Nov. 17, 1914.

To the Editor.

Dear Sir:—Please let me know who are the officers of the United Grocery Co., of Toledo, Ohio, which advertised so extensively in your magazine a few weeks ago.

T. J. CRITCHLOW.

We do not know who the present officers are—there have been some changes. You can get the names by writing for the concern's booklet. C. C. Truax is the manager.

To Make a Retail Coffee Department Pay Better.

Danielsville, Pa., Nov. 16, 1914.

To the Editor.

Dear Sir:—When we first got the "Modern Merchant and Grocery World" the writer glanced over it and after that I had an idea that I had no time to read same, and that was the last of it, although you quoted some very good prices, but did not look good to us because we did not read it.

I spoke with a certain man the other day and we discussed the matter how

to gain a good coffee trade and at the same time have a good margin of profit. I suggested to buy coffee bulk and put it up in some attractive package. He advised me to get the "Modern Merchant and Grocery World" and you would help us out on those questions if we would put them up to you.

Please quote us your best price of your "Modern Merchant and Grocery World"; also advise us where to buy attractive coffee packages and how to handle coffee, and oblige,

Yours truly,

MARSH & HERMAN.

This correspondent has been recommended to write Wm. B. Harris, 6 Front street, New York, coffee expert for the United States Government and author of a series of articles recently published in this paper on the very subject mentioned above—how to make coffee department pay better.

AMERICAN SPECIALTY MANUFACTURERS BEGIN ANNUAL CONVENTION IN PHILADELPHIA

(Continued from page 7.)

speaking Saturday morning, if the would not be too late.

Hon. John Barrett was not able to be present and sent Mr. William A. Reid, of the editorial staff of the Pan-American Union, to cover the subject assigned to him, "South America."

Mr. Reid illustrated his remarks with a map of South America, telling how much railroads, wire lines and the Panama Canal had opened up the way to wonderful prospects of mutual business between North America and South, stating that Bolivia, which produces large quantities of tin, and Brazil, rubber, Ecuador, nuts, formerly shipped to Europe, where these products were distributed, some of them finally getting into the United States, which now may be directly shipped to the United States via Panama Canal. The South American formerly was hostile to the North American owing to the class of men who went down there to do business, but now we have better officials and better men of business and that attitude is changing. South America has 1,500 miles where there is no rain, the earth being practically nitrate; here there is a great market for our food products. A ready flour goes from California and even redwood ties are cheaper from California than to get them out of the jungles of South America, where railroads have not yet penetrated. There are few factories even in Argentine. There are 120 articles manufactured in Peru but they are in most cases so crude that the imported article is preferred.

Mr. S. W. Eckman was called on to speak further on the above subject, having traveled in South America to some extent.

Mr. Eckman stated that there was a large field to be cultivated by specialty manufacturers which must be gone after in an intelligent way, and not as he had found one manufacturer doing who had as sole representative in South America a second-class drug store. He said further that it was necessary for the manufacturer to investigate whether there was a market for his product by applying to the Pan-American Union for information of its character. He does not believe in a number of manufacturers together paying the expenses of one inexperienced man to go down there and investigate conditions. They themselves can find out practically everything they need to know from the extensive literature of the Pan-American Union.

Some one asked about the financial status of South American business. Mr. Reid read a telegram from one of the Ministers from Argentina: "There is at present no congestion of merchandise in our bounds. Wheat and flour not exported at present because of the embargo on these products. Canned meat and wool are exported without difficulty * * * Ships could be sent down with products we need and returned with our products. These advantages must be seized by the North American, that is, he must take the initiative, and cash payment must not be required. In Europe some of the houses have been giving credit for a year and exacting 8 per cent. interest on these accounts. The financial is one of the important questions. We believe the entrance in the market of the National City Bank of New York having branch offices in Buenos Ayres and Rio is going to do a work which we are watching with great interest."

Mr. Eckman's opinion is that



The Corn Products Cook Book Helps You Sell Kingsford's Corn Starch

Above is a drawing of the center pages of the CORN PRODUCTS COOK BOOK in which we print dozens of recipes for the use of KINGSFORD'S CORN STARCH, with the actual dishes handsomely illustrated in colors. We distributed millions of these books during the last year to housewives throughout the country.

Your customers would buy more KINGSFORD'S CORN STARCH if you kept it on display at all times, because most of them have the Corn Products Cook Book. KINGSFORD'S CORN STARCH has been the standard for over sixty years; it is famous for its delicacy and absolute purity. It SELLS better than any substitute or imitation because it is better. The sale of KINGSFORD'S is not only well established, but it is rapidly increasing.

Write Us for FREE Store Helps That Will Increase Sales

We'll gladly send you, FREE, cut outs, window trims, hangers, cards, etc., so that customers who have seen our advertising will be reminded of KINGSFORD'S when in your store; this will increase your sales and bring you many dollars of added profits.

The National Starch Company NEW YORK

In every drop of

MAPLEINE

We have put the quality that gives lasting and delightful flavor.

ORDER YOURS FROM
JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.
H. H. SIMPSON, 841 Elliott Sq., Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

WHAT TO TELL CUSTOMERS

"KINGSFORD'S CORN STARCH will enable you to add many dainty and nutritious dishes to your menu. Let me put a package in your order to-day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

European houses have not allowed any more than 30 days' time as a general rule and it ought not be necessary for the United States to make special arrangements. The South American can borrow the money from the central bank in the regular way.

Here Charles W. Dunn, Esq., counsel of the association, spoke on uniform food laws. He thought a literally uniform law was not possible in forty-eight States. He thought States should have uniform departments to enforce food laws instead of having it done in one State by a Dairy and Food Department, in another by the Department of Agriculture and in another by the Department of Health.

Mr. C. T. Lee, sales manager Kellogg Toasted Corn Flakes Co., on "Introducing Grocery Specialties," said that the first thing was to have a real grocery specialty to introduce because ordinary staples will not respond to specialty methods, regardless of whether they be dressed with fancy names and attractive packages. A grocery specialty to be a success must possess the very highest qualities or some unusual and unique value and attractiveness to the consumer. Otherwise a selling and advertising scheme will not and cannot make it successful. When you have a good specialty join the American Specialty Manufacturers' Association, and then engage an efficient corps of salesmen, wise sales and advertising managers and a large bank account. To be entirely successful your plan must be broad enough to cover every section of the country without modification. The size of the package and price must be handy and convenient, the label must comply with the National, State and foreign food laws. Price-lists should be in convenient form for the jobber's and his salesmen's use, and a thousand and one other things must be done to make the work simple and forceful.

One of the most important parts of your work will be the selection and management of the men selling your goods to the merchant and consumer. When a manufacturer engages a sales corps he undertakes to make men as well as specialties. He assumes a responsibility far more important and serious than he sometimes realizes. Being his representatives, what they say and do will be looked upon as identical

with their firm. They must be men of high moral character with a temperament susceptible to training and guidance. The day is past when a salesman may put down in his expense account "bus hire" when he means "cigars," etc. Further he must have one price to every merchant. Special propositions tend to weaken his confidence in his regular propositions, and it will only be a short time before he is finding excuses for offering to every merchant concessions in order to make sales.

Then we must not forget that there must be a time for relaxation and pleasure. I am greatly pleased with the idea of having Fourth of July week as a National holiday week and strongly recommend this idea to manufacturers, believing that the men will be better for a mid-summer recess.

Mr. Moore, Diamond Crystal Salt Co., spoke along the same lines as Mr. Lee, decrying the granting of concessions by salesmen to merchants.

Mr. Eckman asked Mr. Lee if the week in July was to be given in addition to the two weeks around

Christmas, and Mr. Lee said it was.

Mr. McCormick, through illness, was unable to deliver his scheduled address. Mr. R. H. Bond, of the McCormick Co., represented him, reading Mr. McCormick's paper. It was upon the subject of uniformity of State food laws. The paper showed the additional expense of doing business when it was necessary to have several kinds of labels for one product which was to be distributed in different States. Further, the manufacturer cannot know where his product is finally going and often in placing a label upon it in conformity to the State where he sends it first, does not meet the conditions of the State where it finally lands.

The various food and drug laws at the present time make it necessary for the manufacturer to watch his printer to see that the labels are not mixed; he must have an expert in the house on food and drug laws, and an expert investigator over all has to be on the job all the time.

In the evening came the banquet of the Philadelphia Association of Manufacturers' Representatives, at which the association were guests.

The large Bellevue-Stratford ball room was practically filled, about five hundred dining. All the local wholesalers were present as guests besides the members of the American Specialty Manufacturers' Association. George Nowland was the chairman of the Executive and W. H. Rohr, chairman of the Entertainment and Reception Committee. Both managed their exceedingly arduous work so well that the phenomenally big banquet went off without a hitch.

After the dinner President H. G. Flint, of the Philadelphia Association, said a few graceful words of welcome and turned over the toastmaster's gavel to Louis Runkel, president of the visiting association. The speakers were Governor John K. Tener, Samuel S. Fels, Thomas A. Daly, C. W. Dunn, Esq., Helen Louise Johnson, chairman of the Home Economic League of the Federated Women's Clubs, and W. A. Reid, representing the Pan American Union.

On Friday addresses were delivered by Albert Kaiser, Helen Louise Johnson, Dr. S. J. Crumbine, F. B. Reeves, Jr., Dr. T. B. Wagner, R. R. Whitman.

In the afternoon an executive session was held, to listen to the report of the Nominating Committee's report. On Saturday reports of various chairmen of trade sections were offered.

Pennsylvania News Items.

The Union Stock Yards in Pittsburgh were opened November 17th by Dr. P. K. Jones, of the State Live Stock Sanitary Board, and Dr. G. E. Totten, of the Bureau of Animal Industry. The yards have been closed and under quarantine for two weeks and are opened now only for receipt of cattle from unquarantined districts. Only cattle consigned for immediate slaughter in Allegheny County, besides those brought in sealed cars under Government inspection and unloaded in Pittsburgh for feeding, resting and watering, will be accepted at the yards. One herd of 65 cattle was killed at Pittsburgh and buried November 17th; another of 100 animals was condemned the same day and a diseased herd of 327 was killed November 16th at a point in Westmoreland County not far from Pittsburgh. This is the biggest herd ever slaughtered because of disease in Pennsylvania.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

The Grocery Markets

Tea.

The tea market is quite unchanged for the week. There is a fair movement, but no keen activity. Nobody seems to be anticipating the market, and buying is for actual wants only. Prices show no change for the week.

Coffee.

The market for Rio and Santos coffee in all grades, except the finest roasting grades of Santos, is weak and dull, conditions being in buyers' favor. Milds are unchanged and quiet, except Bogotas and Maracaibos, which are relatively firmer than other milds because of scarcity. These grades have made considerable advance from the lowest point. Java and Mocha are unchanged and quiet, but the course of Mocha seems to be downward.

Sugar.

The market is unchanged for the week, raws standing at 4.01 cents and practically all refiners holding granulated at 5.10 cents. The market is steady to firm, with the outlook a little uncertain and depending to a great extent upon foreign demand. The consumptive demand for refined sugar is fair.

Syrup and Molasses.

Glucose is 10 points cheaper for the week, and compound syrup has gone off about the same fraction. The demand for compound syrup is fair. Sugar syrup is unchanged and quiet. Molasses show fair demand at unchanged prices.

Fish.

Mackerel is in a very unsettled condition, and there is news that the Norway combination is on the verge of dissolution, due to its failure to get the prices for the fishermen which it had promised. There is plenty of mackerel in sight and it is selling at fair average prices, which show no change for the week. Cod, hake and haddock are unchanged and steady to firm, but quiet. Salmon is strong, owing chiefly to large expectations of foreign demand. Domestic sardines are unchanged, but the market seems fairly steady, considering the lack of demand. Imported sardines show no change and are still scarce and firm.

Canned Goods.

Tomatoes are slightly firmer for the week, being nominally 67½ cents a large way, f. o. b., although some holders are still willing to sell at 65 cents firm order. The demand is fair, but the market has considerable underlying strength, owing to the hope of large export demand for tomatoes. If it comes, prices will without doubt be much higher. Corn is steady to firm, but quiet. Peas are dull and inclined to be easy. Apples are very cheap and very dull. California canned goods are

quiet and unchanged. Small Eastern staple canned goods are unchanged, but baked beans will probably advance if the pea bean market continues to soar the way it is doing now.

Dried Fruits.

Prunes are about ½ cent higher for the week, with 70s pretty nearly exhausted on the coast. The demand is quiet notwithstanding. Peaches are looking a little firmer, in spite of very light demand, because of expectation of foreign demand. Apricots are in about the same situation. Raisins are exceedingly dull—almost no trade is reported for them in the East. Currants unchanged and quiet. Hallowee dates are ¼ cent higher, by reason of expected scarcity. All dates are above normal on account of the foreign situation. Figs are ½ cent higher because of the Turkish situation. Citron has also advanced.

Butter.

The butter market is steady, with a fair consumptive demand for all grades. The market is probably as high as it is likely to get at present, and if there is any change it will probably be a decline.

Eggs.

The receipts of fresh eggs are extremely light and the market is very firm on the present basis. The bulk of the trade demands strictly fresh eggs, and storage eggs are moving in a very limited way. Prices are about unchanged, with no immediate change in sight.

Cheese.

The cheese market is steady and unchanged. The demand is only fair, and stocks are fully up to a year ago. No important change seems in sight within the next few days.

Provisions.

All cuts of smoked meats are steady and unchanged, with only a moderate consumptive demand. Pure lard is firm, with a seasonable demand and unchanged prices. Compound lard is in increased demand at ⅛ to ¼ cent advance. Barrel pork, dried beef and canned meats unchanged and dull.

Poultry.

The outlook for turkeys is steady to firm. Fancy birds are firm at 25 cents per pound, with a probability, however, of increased supply during the coming week. If the weather keeps as favorable as it is now for packing and shipping, however, prices are not expected to decline much. Ducks are scarce and rule at 18 to 19 cents; fowls, 18 to 19 cents, and frying chickens at 16 to 18 cents. These are about average prices.

Beans and Peas.

Pea beans are about 12 cents per bushel higher than a week ago, due to

actual scarcity. It is estimated that the available supply this year, in the absence of foreign beans, will be only about four-ninths of last year's supply. This will be aggravated by an export demand this year. Marrow beans have also advanced—50 cents per bushel, and are now \$4 per bushel in a large way. The large way quotation for pea beans is \$2.67. California limas show no change for the week. Green and Scotch peas are very scarce and have advanced about 20 cents per bushel during the week. The lack of foreign dried peas is partly responsible.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Some shipments of Holland herrings have come to hand and they are selling readily, although prices are lower than they have been, but not on account of the market conditions, but principally because the quality of the herrings is not as good as it should be.

Scotch herrings are also selling very well indeed, but also at expense of value, but there is no harm in that, because the prices we can realize now are still very good, and the shippers should have no reason for complaint when they get what they are getting now for their goods.

Norway herrings are selling very well, and prices for those are not only steady, but tending higher.

Mackerel are selling only in a hand-to-mouth way. There has been some little movement in Norway mackerel, but prices remain about the same.

Our agent in Ireland reports shipments of Irish mackerel, total for the week, 1,577 barrels, making total ship-

ments to date of 1914 Irish autumn mackerel, 4,075 barrels; not a very large quantity when we take into consideration that this whole great country had to divide those few barrels.

There has been very little change in the sardine situation. Of course, nothing can come from France except dribbles. Here and there are small lots which are snapped up readily by eager buyers. From Portugal, practically nothing has arrived. Stocks here are only fair, the demand is fair only, but it is bound to come very shortly, because stocks are gradually getting lower all over the country. Those who handle well-known brands of Portuguese sardines have certainly had no reason to complain, because arrivals found ready sale at full prices. Unknown and outside brands naturally had to be shaded to find buyers, particularly because everyone had stocked up on sardines in anticipation of a great scarcity.

In Norway the catch of first-grade sardines is very limited, and they are scarce. They have been catching some second-grade sardines, but mostly very large fish, which are not adapted to the American trade. Stocks here are only fair, and with the least bit of demand we shall see better prices for Norway sardines.

STROHMEYER & ARPE Co.

New York.

Standard Canned Goods.

There were no developments of more than ordinary interest in the Baltimore canned goods market last week. The character of the buying was much the same as it was in the week previous, with the exception of a material increase in the buying of tomatoes, the orders for them coming from nearly all sections. The increase in the orders was in numbers rather than in point of quantity, and therein lies the key to the tomato situation, apparently, for



The First Sale Does the Work

☞ The first sale of **Wheatena** is the only one a grocer needs to make to nine consumers out of ten. After that it makes its own sales. Of course we don't sell consumers, but we know in many ways that this is so.

☞ And the reason is that **Wheatena** (the hearts of selected wheat) is quite different from other cereals in two ways: First in composition, and second because it holds its people while they don't.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n



You Can Increase Your Sales and Profits

☞ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

it is reasonably sure that the same markets will be steady buyers, in lots of one to three carloads at a time, until next summer, and it is the constant dripping that wears away the stone.

The improvement in the market prices for tomatoes which started last week, has continued, and there seemed to be a general tightening up on the part of canners. Those who were the most urgent sellers in October are the least anxious now, while those who held aloof then are now accepting the orders at the higher prices. Just how far this reaction in the prices will go remains to be seen, but it has been long overdue, and, ordinarily, it ought to reach, at least, the cost of producing the goods. There is further talk about a demand for tomatoes coming from abroad shortly, which may or may not come to pass, but do not base your purchases upon that expectation alone. The consumption in our own country will take care of all the tomatoes canned this season.

Two or three articles in the line of canned vegetables attracted attention this week, spinach, string beans and sweet potatoes, because of lower prices for each of them, and they are worth attention, whether wanted now or for shipment later on. The market was dull enough for the remainder of the list of vegetables. Outside of the usual small orders coming in each day there was nothing doing, and straight carlot orders were scarce. A higher market for corn was confidently expected, but, in common with the other items, it is dull and the prices are easier.

Pears, pie peaches and blackberries were the only fruits called for this week, and they were fairly active in a small way with no changes in the prices. The stocks of fruits left in Baltimore are so light that they won't bother the owners to carry them along through the winter. There are some good trades in canned apples to be had in this market.

The season for the fall pack of oysters is now on, and the lower prices made this week are attracting orders to this market.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Express Companies Badly Smashed by Parcels Post.

The question as to whether the day of the express companies has not passed came up unexpectedly last Tuesday at the 26th annual convention of the National Association of Railway Commissioners held in the hearing room of the Interstate Commerce Commission in Washington. Martin S. Decker, of the commission for the Second District of New York and chairman of the Committee on Express Service and Rates, read a report in which he said that 11 express companies showed a falling off in operating income from \$4,413,000 in 1913 to \$404,000 in 1914, a loss income of \$4,009,000 in a single year under the new rates and against competition of the enlarged parcel post service. The total gross revenues declined from \$168,880,000 to \$158,879,000. The Adams, American, Globe, United States and Western companies all reported a deficit in operating income.

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The New York Letter

Big Flour Mills Offer to Pay Freight to Belgium on all Flour Anybody Will Buy at Market Rates. Canned Goods and Dried Fruits Brokers' Ideas of Commercial Honesty. Various Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, November 20, 1914.

According to official figures from Washington we exported in the ten months ending with October, chiefly from this port, \$112,000,000 less foodstuffs than in the same months of 1913. The war was the chief reason. Cotton is another product that showed a tremendous falling off. October, however, brought big increases, chiefly in foodstuffs, lard, wheat, corn and flour.

The Board of United States General Appraisers overruled yesterday the protests of Meyer & Lange and Parodi, Erminio & Co. against the Collector's assessment on tuny fish at 30 per cent. ad valorem under paragraph 270 of the 1909 tariff act. The fish was claimed to be dutiable at 1¼ cents per pound under paragraph 273 as mackerel. The Board finds in a minute discussion of the case that tuny fish is not mackerel.

The Pillsbury Flour Mills Co. have come forward with an offer to deliver flour to the Belgian sufferers at the actual market price of the flour here. This means that they will pay the freight to Belgium on all flour that is purchased on this side at full market price; in other words, they will sell delivered instead of f. o. b. Here is the text of their offer:—

To the Public:—

You may have noticed in the newspapers that the millers of Minneapolis are sending a cargo of flour to the destitute of Belgium. This is being done through arrangements made by Mr. Edgar, of the "Northwestern Miller," and has been made possible by the co-operation of the German and English Governments through the American Ambassador in London.

The American Ambassador informs us that money is of no use in Belgium, and that what they need is food supplies that can be distributed direct to the sufferers. The mills have donated a very large amount of flour free of charge for this purpose, and through the co-operation of the transportation and steamship people, the Minneapolis mills are in a position to ship additional flour, so that it can be actually delivered, under Mr. Edgar's supervision, to needy sufferers in Belgium.

We believe that this is the very best possible way that people generally can help this very necessary charity; and we are accepting checks, currency, money orders or stamps from every one for as many sacks as they wish to pay for, and are agreeing to see that they are delivered in Belgium at a price of \$1.50 per 49-pound sack, for patent flour, or its equivalent value in less expensive grades. More will be sent if market price at time of shipment will permit.

We are anxious to make this movement as successful as possible, and would suggest that you mention to your acquaintances and connections that, if they wish to contribute, we will be glad to be responsible for any contribution sent to us. Receipts will be mailed promptly. Contributions to be of use must reach us not later than November 25th.

Yours very truly,
PILLSBURY FLOUR MILLS CO.

The National Canned Foods and Dried Fruit Brokers' Association, seeing with envy that almost every other commercial association had adopted a code of ethics, has adopted a code of its own. Here it is:—

1. The broker is the connecting link between buyer and seller and should always maintain the dignity of his position.

2. Absolute fairness and honesty to both buyer and seller is the best capital a broker can have.

3. A broker should respect the rights of his competitors and never attempt by unfair means to interfere with their business.

4. The canner and packer represented by any broker, constitute his stock in trade, and any deliberate attempt on the part of another broker to unfairly interfere with a view to securing such representation, is decidedly against good brokerage ethics.

5. Co-operation among brokers is the best way to strengthen their position in the business world, and anything that tends to add strength to the broker's position should be encouraged.

6. The division of brokerage on the part of the broker with either buyer or seller, is the poorest way of building up a brokerage business and indicates that the broker puts a low value on his services. Reputable buyers and sellers deprecate such action as being most unfair competition and is an indication of weakness on the part of the broker.

7. Brokers should always be careful that all terms and conditions of sale go to both buyer and seller, and should exercise due care to see that all sales contracts and copies thereof should be exactly alike and state plainly all conditions and terms of said sale, and that both buyer and seller are furnished with same promptly.

8. The broker is a responsible agent between buyer and seller, and

should at all times realize that fact and assume fairly their responsibility, standing firmly for a fair deal between buyer and seller.

9. The question of arbitration is a very important one in transactions at the present time, and permanent arbitration boards having been established for the handling of such matters, it is deemed advisable that all contracts between buyer and seller should contain a clause providing for arbitration in case of dispute arising in the fulfillment of that contract.

10. The National Canned Foods and Dried Fruit Brokers' Association is composed of the best brokerage talent in the country. As in union there is strength, all reputable brokers should become members of this association, thus enabling them to present a united front to the interests of the brokerage fraternity in any case of need.

SUMMARIZED MARKET CONDITIONS.

Tea quiet. Very dull. Market however, fairly steady with low grade Congos and India Ceylon firm.—Coffee very heavy and dull. Prices in buyer's favor. Sugar unchanged from a week ago.—Prunes higher and firm.—Peaches and apples coming somewhat into attention.—Canned tomatoes fairly steady at unchanged prices; demand light. Canned peas unchanged and quiet.—Domestic sardines stronger, owing to close the packing season with short product.—Export demand for wheat good but market not overly firm. Domestic trade comparatively light. Flour quiet and unchanged.

The California Walnut Crop.

The California Walnut Growers' Association has issued a circular to trade setting forth the character of the crop, as follows:—

Regarding the present walnut situation, we have to advise that indications now point to a lighter crop of California walnuts than the State has produced many seasons past. Our present estimates are for a total crop of 8,000 tons or less for the State. While the size of the walnuts are not running up to our earlier expectations, which is undoubtedly due to the fact that the nuts have ripened a little prematurely this year, and to the further fact that the outer hulls which drop off before the nuts are gathered were unusually thick and pithy this season, nevertheless the quality of the goods is excellent. A peculiar feature of the output this year is the fact that, while the nuts are running heavily to large sizes, nevertheless they are running exceptionally light to No. 2s. Against an average in 1913 of 27 per cent. No. 2s the crop is only averaging 3 per cent. of grade this year. We have therefore found it necessary to greatly reduce all No. 2 orders and are now prorating on a basis of 40 per cent. on all orders for this grade. It is now practically certain that but very limited supplies of foreign nuts will be available this Thanksgiving trade, and as the average consumption of walnuts at this period is accurately estimated at 33,000,000 pounds, it is hard to figure where all the nuts will be found this season.

Dry Goods—Notions—Knit Wear

Cancellations on Underwear Refused by Jobbers.

With the low cost of cotton, the price of underwear has been materially affected, so much so that jobbers who have contracted for the season's supply have been endeavoring to get their contracts with the mills cancelled or modified. Just how the merchant would be benefited should cancellations or a revision of prices be granted is problematical. Not a great deal, if anything at all, it is believed. At any rate the Pennsylvania Association of Underwear Manufacturers, at a meeting on November 14th, were adverse to giving any relief to the complaining jobbers. Thirty jobbers, some of the largest in the country, had asked for rebates on contracts placed when yarns were high priced. The association's attitude was reflected in the following resolution, which was adopted unanimously:—

Whereas, Certain circular letters have been circulated by different jobbers asking for reductions which in no wise would benefit the consumer; it is

Resolved, That the association will not reduce prices on orders placed or accept cancellations.

Thousands of cases of underwear have been made up under contract with jobbers and the manufacturers are threatened with cancellation unless a substantial rebate is allowed. This may, as a measure, account for the backwardness of merchants in placing orders, as they are not at all inclined to pay high prices for goods when merchandise is now being marketed at lower figures. A test case of a buyer's right to cancel when delivery conforms to specifications is on the way to the courts for adjudication.

Buyers Waiting on the Weather. Goods in Selling Favor.

As has been remarked before in this department, Western merchants are no more aggressive in their buying proclivities than those of the East. The weather has been accredited with a great deal of this backward tendency, and perhaps there is some truth in it as wholesalers regard the proposition. Retailers, on the other hand, are not saying much, but simply awaiting developments, irrespective of the interest statement sent for their guidance in placing orders. As an illustration of the state of feeling the John V. Farrell Co., Chicago, say in their weekly review: "Advance business for spring is showing satisfactory activity, especially in all lines of sheer wash fabrics—percales, silk mulls, chiffons, lineweave fabrics, etc. Clip-figure embroidered patterns on sheer cloths continue to be big sellers in the white goods line. The change in style of women's dresses has given a decided impetus to the selling of linings, both silk and cotton. The practical gift movement which is sweeping over the country this season,

is giving increased activity to the call for handkerchiefs, fancy aprons, boudoir caps, knit slippers and other practical lines of Christmas selling. Wide hems and colored effects are being very largely featured in handkerchief lines for 1915—a rather radical change from the narrow hem vogue which prevailed for so many years. Black silks, especially black messalines, are selling very freely."

Marshall Field & Co.'s advice is to the following brief effect: "Dry goods business is still inactive, pending the arrival of cooler weather. Holiday goods are moving more freely and there are some reports of excellent retail sales in holiday lines. Wool dress goods are in demand, and prices of woolen fabrics are advancing, due to the inability of manufacturers to secure the finer foreign wools."

A Glove Repair Outfit Profitable.

Perhaps every storekeeper would not find it profitable to install a glove repair department; but a store having a good trade on this line would find it profitable, providing it announced a willingness to take the repair work of other stores in the same town or close by territory, and made public announcement of the fact. Such an annex increases profit, saves time and annoyance and pleases customers. The glove fastener machine is a device which merchants will appreciate, and its cost is modest. There is nothing more annoying than for a merchant to be obliged to send a pair, or, worse, yet, a single glove to the factory merely to have a clasp put on. These points are telling considerations in developing trade on gloves and gives a store prestige for enterprise and a reputation for studying the convenience of customers.

Indifference to Up-to-Date Hosiery a Fault.

Wholesalers give full credit to merchants—especially in the small towns—for progressive enterprise in handling up-to-date lines. Also to their foreknowledge of trade and fashion tendencies—the same thing in the final analysis. In hosiery, however, there appears to be an inclination to stock and sell the standbys, as represented by stockings presumably existing in the paleozoic age, so to speak. Times have changed materially, and the modern retailer who aims to furnish goods which appeal to the intelligently informed customer—pretty nearly everybody these days—may read the following letter, from Geo. A. Weinman, advertising manager of Lord & Taylor, wholesale, with more than a passing thought:—

New York, Nov. 12, 1914.

To the Editor.

Dear Sir:—I am glad to note that you printed that article because of the prizes given to our Western friends, and I thought it was just

as well to have the East represented, so as not to have it so one-sided. The article referring to "Fancy Hosiery and Footwear" is all right, although no mention was made of clocked hose, which are in very strong demand.

You touch upon one condition which has long been a sore point with sellers of hosiery; dealers are prone to be too conservative; limit their lines to staples; do not take advantage of the prevailing fashions or the many opportunities for increasing their sales; they force their own customers to spend their money elsewhere instead of keeping it at home. Facilities at the present writing are so far advanced, making it possible to carry in small bulk the very latest in color or design and procure any special color within a few days in colors that will match any shoe top or any fabric.

The tendency to treat a staple line like hosiery indifferently, not considering it worth while the effort that is given to other lines and branches of the business, is widespread. Any dealer can increase greatly his hosiery sales by giving a little more attention to this department with the assistance of such an organization as ours.

Yours truly,

GEO. A. WEINMAN.

Market Bare of Foreign Hosiery.

Imports of the finer kinds of cotton hosiery from Germany have started up again, but in a very limited and desultory way. Representatives of these lines are not certain by any means of the deliveries in the future. Merchants who have been led to believe German hosiery will cut a figure in the market should revise their calculations. Further, it is stated that imported hosiery stocks that were here are now practically eliminated; and domestic manufacturers of finer grades, such as lises, mercerized goods and silk, have felt this condition in any important way. Buyers, whether large or small, should not overlook this authoritative statement.

Sweater Coats Gradually Advancing.

Undoubtedly the demand for sweater coats for export account is bound to affect the selling price to the domestic trade, both jobbers and retailers. The mills have notified buyers that while they will look out and care for their regular customers here, at the same

time it is pointed out that the export trade provides a new feature entering into their calculations for the future. The new coats, where wool is the chief material, for next season are priced somewhat higher than a year ago. All worsted coats, on account of the higher cost of yarns, are advanced from 50 cents to \$2 a dozen over last year.

Complaint About Ultra-Conservative Buying.

In a warm discussion over present merchandising conditions the general and sale manager of a Nationally known New York house expressed himself as follows to the "Modern Merchant and Grocery World": "Business is fair; I might say good in a negative way. What I mean by that is, buyers and retail merchants are coming in and placing orders, but in a hand-to-mouth way. Perhaps you have had that said before a hundred times, nevertheless it is true. Under normal conditions I would see these people once or twice a year, but now they show up every two weeks from not only nearby places, but from Pittsburg, Cleveland, Columbus, Cincinnati, Indianapolis, Louisville and even Chicago. Instead of ordering as in the past—enough for a season—they now purchase only enough to see them through for a limited period.

"I must say the feeling is better; things appear to be and are brighter, and possibly trade is stronger. What puzzles me, however, is that when everybody is talking and acting in a better spirit, why shouldn't business start up, as it should. Personally, I am getting a trifle impatient. Maybe credits are not so easy as formerly and the banks are likely to be more cautious in extending accommodations. At the same time this does not explain the general hesitancy in buying so much in evidence. Merchants in the small towns, the valued distributors of many products in the dry goods, hosiery and notions lines, while showing commendable enterprise in stocking and selling certain merchandise, should realize that the development of true modern merchandising means the handling of up-to-date goods.

"The general storekeeper, to my mind, is certainly lax in not fully real-

I Do Not Believe You

would be without our books for a moment if you fully understood their merits. Even if you do not adopt them generally you need some of our

Indexed Coupon Books

for your grouchy people, for your regular and transient cash buyer, your pass book people and others. Will save you losses from forgotten charges. Head off the fellow who wants to overrun his account. Save time, labor, losses, book-keeping, get the cash, etc. Our literature will explain all their advantages. Inexpensive. F. O. B. your express office.

WE HAVE SOLD MILLIONS OF THEM!

Let us send you Free Samples and Literature.

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio



izing the opportunity he has for keeping in touch and buying lines which are bound to move rapidly if he knows his business. In hosiery, for example, there is not a wider field to operate in successfully if the merchant would only grasp the chance. The endless variety of handsome goods at inducing prices was never greater; and the demand is equally broad. The public is educated up to the point where merchandise of character is not only appreciated, but is called for at the counter. The holidays are practically here, so far as the merchants' stocks are concerned and their buying should be on a larger scale. Perhaps a change toward that end will occur in a week or so, and I assure you it will be welcome."

Tinsel Net Flouncings in Favor.

Metallic fabrics are now all the go, from the hats and gowns to even the footwear. Metallic brocades and the gold and silver laces and fabrics are much in demand, and even the merchant in the smaller communities are recognizing their selling qualities and are buying goods of this description, even if only in a tentative way. In tulle or net flouncings, embroidered with metal tinsel, bright silver and gold, jasper (black and silver mixed), dull shades of silver gray, Copenhagen blue, mahogany red, emerald green and old gold are being offered. Three different patterns, ecru or white or black cotton net, any color tinsel, 23-inch width, is sold at 50 cents a yard; 35-inch, 60 cents a yard. As tinsel is imported it is scarce, and advanced prices are being quoted. Modistes for the fashionable trade are very partial to tinsel embroidered on net for flouncings.

Fitting of the Ideal Corset.

There are so many good makes of corsets on the market that it is only a question of careful inquiry to find the right one for any customer. To be sure, a general merchant is not expected to nor does he carry a great stock of these goods; but in making his selection he can obtain a range from any reputable maker that will fit in satisfactorily with his trade. The sales person in charge of this department should make every effort to get a satisfactory fit. The customer, when being fitted, should be requested to stand, walk, stoop, etc., to see if the corset hurts in any place. Most important of all, see that a long breath is taken. All these things should be possible and yet the corset retain correct lines and proportions.

An expert says the corset of to-day more than ever in its existence, follows the natural lines of the figure. In this regard corsetiers are going back to the graceful curves of the human form, but not the exaggeration of former days, when women tried to span their waists with their hands. The tricot fabrics are now extensively used in corsets, and they are sufficiently strong to hold the figure in shape. There are dancing, athletic, tailored, evening and lounging corsets, and one corset should not be worn constantly, but should be

changed and cleaned like any other article of underwear, and for the same reason. This new style corset is likely to remain in vogue for years; for it is spoken of as ideal and what it should be—a covering for the body and not a deformity.

Why Prices in Cotton Goods Remain Stationary.

Respecting prices on colored dress materials and other cotton and wool goods, a jobber explained the position of such goods to the "Modern Merchant and Grocery World" by briefly saying: "Merchants realize that cotton is low, and while they have heard more or less of the scarcity of dyestuffs and the high figure at which they are held on that account at the present time, they are skeptical. Cottons of every kind should be lower, but dyestuff conditions offset this, so that selling figures are very nearly normal quotations, such as were prevailing earlier in the year. I think the 'Journal of Commerce,' in this paragraph, about expresses the true state of affairs:—

"Uneasiness is shown by some buyers because prices on prints, ginghams and percales are not revised downward. If selling agents were not being held back by the fact that mills will not guarantee deliveries until the color and dyestuff question is more settled, they would revise prices at once. They are trading in small lots in some parts of the markets, but even when buyers can make purchases at concessions they do not show any great interest. Some Southern colored cottons can be had for early delivery at concessions, but buyers are not picking them up at all normally. It seems useless for agents to try and impress buyers with the fact that some of the largest textile users of dyestuffs are on the verge of closing and have already shut off the production of several important colored lines. The only impression they expect to see effective is the one that will be made when goods ordered are not delivered because dyes cannot be had for making them."

Boots Shoes Findings

Tactful Way of Selling Shoes.

Selling methods is an ever interesting topic in the retailing of shoes. An experienced salesman in an informal chat on the subject with the "Modern Merchant and Grocery World" the other day, said: "My advice to a merchant carrying a stock of shoes or his salesman is to never make the mistake of bringing out too low-priced a shoe and then try to work the customer up to a higher figure. I have discussed this phase of the question with a number of salesmen and 'bosses,' and while all do not agree with me, I have found it much better to always start off with the highest priced shoe. I will tell you

why. If you are too high you will soon be informed of the fact by the purchaser, who will intimate after inquiring the figure, about what he or she wants to pay. On the other hand, if you show too cheap a shoe you make the customer feel as if he were not not worthy of the consideration or association of a good shoe; and in this respect many people are very sensitive.

"By showing the costliest shoe first you can very often induce callers who intended to pay only a moderate price to come up higher. They see the finish, the style and the distinctiveness of the highest class of goods, and when the cheaper lines are put alongside they at once come to the conclusion that a dollar or two more does not make any particular difference on a pair of shoes so long as they get that value and that indefinable, indispensable thing which, in shoeology, we call snap. If a man or woman wants a working shoe they will generally be explicit; but when they say shoes it usually means the finer grades."

Hardware Tools Specialties

Latest Examples in Novelty Lines.

Possibly the safety razor may be included in the regular lines of cutlery, but merchants will find it advantageous to specialize on these goods. High priced "safeties" have long been known and are selling strong, but razors at less figures, and of dependable quality are now in the market and they deserve attention on the part of the retailer, particularly as a holiday special. One of the newest articles of this sort is being exploited, and of it the maker says: "Following the appearance of the \$5-safety razor came numerous so-called safety razors, many of which were neither safe nor satisfactory. During the past two years the unsatisfactory kind have been eliminated. There are now two classes of these goods: the high-priced advertising specialty and the good dollar article. The latter has proven a staple commodity on the same basis as any article possessing merit. A good dollar razor is salable to nearly eight men out of ten. We have recently perfected a process for making razor blades every one alike, every one good. To the best of our knowledge, we are the first to accomplish this. A razor is as good as its blade, and there are no finer blades than these. The drop forge guard that holds the skin taut for the blade to follow is an absolutely new device in safety razors."

Hardware men agree that dealers find it profitable in various ways to handle automobile accessories. Jobbers and wholesalers recommend their need to the general merchant. One of the newest appliances is a shock absorber which

is claimed to be a perfect jolt eliminator. It is dust proof in construction, made of drop forgings throughout, with brass bushings in all moving parts. Oiling is required but once a year. The shock absorber saves wear and tear on the car and greatly reduces tire expense. Another accessory of recent appearance is an auto lock. It is offered as insurance against the common everyday theft of automobiles. The locking one or two of the levers together with part of the frame and one spoke of the steering wheel, the car is secure against thieves. It has a polished brass case, adjustable tempered steel shackle, double locking bolts, twelve changes, with two corrugated steel keys. This is a specialty that should be a ready seller.

Stoves an Important Factor in the Hardware Stock.

Scarcely a general merchant carries hardware but what also handles a line of stoves. The choice of a make of stoves is no small matter if properly done. The local market conditions and possibilities are to be considered. The well-advertised stove is usually, if not always, the easiest to sell. This is a problem which each merchant must settle in his own way. As he is in close touch with everybody in his own community, he should know what sort of stove it will pay best to stock. Generally speaking a medium priced line affords a good margin of profit; at the same time the best class of people are not to be overlooked, and therefore a keen eye to design, elegance of finish and ornamental trimmings are the points to be borne in mind.

It must be admitted that competition in stoves is keen, what with catalog houses, peddlers and "direct to consumer" concerns in the field. The retail mail order house is the most troublesome factor to deal with, and while some headway is being made to "show up" the often pretentious merchandising of these establishments in their advertising methods land many orders that should go to the general merchant. The dealer who pushes his stove business energetically makes it a practice to have a representative of the manufacturer whose goods he handles hold a conference with his salesmen. In the course of this conference the stove is demonstrated; every "talking point" is thoroughly explained; explanations are given also respecting the claims of competing lines which may be on sale in the same town. Subsequently the merchant goes over the ground with his clerks and then they are well posted to do the line justice.

By studying the catalogues of his own and competing lines and closely reading the advertisements appearing in the National magazines and trade papers other telling points are picked up. As stoves have talking points peculiar to their own, which it is customary to feature, and with these the salesmen should be thoroughly acquainted. As a rule, these special features are less important than they seem, but they help to sell a thoroughly good stove.

Isn't It Worth Looking Into?

If a manufacturer heard of a machine that would cut his cost of production 10 to 20 per cent. he would investigate the proposition thoroughly. If, as an office manager, you heard of a typewriter that would reduce the cost of producing correspondence, bills and all typewritten matter an equal amount, could you afford to stay in a rut and not investigate?



Ball Bearing; Long Wearing

Your typist can reduce the cost of production by an L. C. Smith & Bros. Typewriter. This is not merely a theoretical claim, because we have proven it by records of specific cases where every key stroke was counted and recorded mechanically for a long period of time.

One of the principal reasons for this showing is the fact that the L. C. Smith & Bros. is the only typewriter with ball bearings at all the busiest working parts—the typebar joints, the carriage and the capital shift. You will save money by investigating.

L. C. Smith & Bros. Typewriter Co.

Home Office and Factory
SYRACUSE, N. Y.

BRANCHES IN ALL PRINCIPAL CITIES

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder



None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—it will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

Defending the American Home

Every American grocer, who believes in protecting the American home from danger and making it a safer place to live in, should forthwith quit selling ordinary and inferior matches and hereafter push **THE BEST**. There never was a match as good as the



Safe Home

THE WORLD'S BEST MATCH

MADE IN AMERICA

BY AMERICANS

FOR AMERICANS

Non-poisonous—No afterglow—Inspected and labelled by
THE UNDERWRITERS' LABORATORIES, INCORPORATED

MADE ONLY BY

THE DIAMOND MATCH COMPANY

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde**, Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Parcel Post Free

| | |
|--|--------|
| Set of Standard Dry Measures, 1/2-pk., 1/4-pk. and qt. . . | \$0.75 |
| Butcher's Frock Coat, each | 1.50 |
| Grocer's Long Aprons, half dozen | 1.50 |
| Hanging Bag and Twine Holder | .75 |
| Swiss Cheese Slicer | 3.50 |
| Cheese Knife, 12 inches, tinned blade | .75 |

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.



Teaching Your Kid to Lie.

Say what d'ye think of a father that will teach his own boy to lie and be tickled to death when he does it right?

Some blackleg, ain't he?

But what would you say if he didn't know it was lying, but just thought it was business? Some boob then, eh?

I have a hunch I'd rather be a boob than a blackleg, but I believe I'd try to bum along without being either one of 'em.

There's a fellow keeps a general store up the State. I call it a general store, but groceries is the biggest part of it. It's really a grocery store with some other stuff on the side.

He's just taken his boy in with him. You can see just by looking at him that he thinks the world and all of that kid. Seems like a good bright kid too—too blamed good to be started out wrong, like he's being.

I was in that store last week. Everybody was all upset because one of the delivery horses had dropped dead a little while before and a lot of orders that ought to have gone out hadn't gone. The telephone was working hard—a lot of women were calling up to kick because their stuff hadn't come.

The old man had been sweating all over town to hire another beast and he had just got one half an hour before. It hadn't come yet but was expected to show up any minute. All this time everybody was answering the telephone and trying to smooth people down.

The kid answered one call while I was there. I couldn't hear what the woman at the other end was saying but you could tell she was kicking like all the rest, and by the way the phone buzzed it seemed like she was kicking with both feet.

"Yes, ma'am," said the boy, "it's all right. Your order's on the wagon. Man left here fifteen min-

utes ago—ought to be there any minute now."

You and me are men of the world and I don't feel I have to be lady-like to you. I feel I can say to you that that was a durned lie. The order hadn't gone at all and it wouldn't go until the new horse showed up.

The kid's father heard what he said and he came back to me with a tickled grin all over his face.

"By George!" he said, "that boy's a wonder! Born business man, he

is—knows more ways of smoothing a customer down in a minute than I know in a week."

I suppose all that meant was that the kid could lie faster than his father. Great! Of all the phony ways of being proud of your boy, that's the limit, ain't it?

I didn't get any call to butt in on that, but I never wanted to as much before in all my life. What I'd have said if the way had opened was: "Why in Heaven's name didn't you tell that woman the truth?"

Most people are pretty reasonable. If you'd told her the trouble you'd had she'd have excused you."

I know some business fellow that would say a horse dropped dead when it hadn't, so's to go away with something, but that's the only time I ever heard anybody tell a plumb lie when the truth was right there to excuse him. If I hadn't heard it I'd have said there was nobody on earth as big a chump as to do that.

You see that father hadn't any more idea than a cat what he was tickled over. He didn't know at all that what he said to me was "Heard my boy—ain't he the finest little liar you ever saw?" That's what I meant all right. Gee!

I'll bet forty dollars that kid didn't start to do that all by himself. He saw his father do it. He saw the other clerks do it. That's what he did it—it's a cinch to fall in with that habit all right.

I wish to thunder I had the guts to tell that father what he's done. He don't see it—he thinks you have.

Would You Make \$20 (X-Mas Money) Writing a Little Ad. About Ivins' Purity-Guarantee?

¶ If you would, you'll have to start pretty quick, for time's up on Monday, November 30th.

¶ What is wanted is a six-inch single-column ad. on the celebrated purity-guarantee used by J. S. Ivins' Son, the Philadelphia bakers and cracker makers. Here it is:—

We guarantee that our products are not adulterated or misbranded within the meaning of the Pennsylvania Food Laws approved May 13, 1909, or the Act of Congress approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated, misbranded, poisonous or deleterious foods, etc."

Although the above laws permit the use of the following materials under certain conditions, we, in addition, further guarantee our products to be free of lard-compound, cotton-seed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors, or any harmful or unwholesome ingredient.

We use selected candled shell eggs only.

J. S. IVINS' SON, INC.

¶ The best ad. gets \$20, the next best \$10 and the third best \$5. We're after ads. that don't try to beat Tennyson at his own game, but that ought to sell goods, so don't stay out even if you write with your thumbs.

Remember, Monday, November 30th, is the Last Day

ADDRESS AD-WRITING CONTEST

MODERN MERCHANT AND GROCERY WORLD
927 Arch Street, Philadelphia, Pa.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

do that kind of thing. It's business—that's the only way you can get along with customers. It ain't no lie. Maybe it seems like it's the easiest way to get along with 'em, but in the long run it's a punk way, believe me.

There's something else to it, too. A fellow that tells his customer a lie—even a little lie—because it's easier than to tell her the truth, is a dumb coward. He's lying because he's afraid, not because he has to. Coward's what I said and I'll stick it up. We'll go out in the back yard right now! Dast you take it or dasn't you? That's right, run come to mommy—your didy's coming down anyway.

THE STROLLER.

People Flocking to Knox Gelatine Factory.

The factory of the Charles B. Knox Co., located on Knox avenue, in Johnstown, N. Y., which is one of the most modern and sanitary gelatine plants in the United States, has been the mecca of visitors from Johnstown and nearby cities during the past ten days, and between 400 and 500 people have visited the factory. The factory is known as the "sunlight" factory—and is so remarkably equipped that 30,000 packages of the famous Knox gelatine are filled each day. A feature is a testing department, where all manner of desserts made from the Knox products are instantly on view.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Lewis & Davis, Washington, D. C.



The Right Milk for Her

Whenever a woman comes into your store with her baby she is a prospective customer for Eagle Brand Condensed Milk, because it is the safest, purest and best condensed milk she can buy. More babies are successfully raised upon Borden's Eagle Brand Condensed Milk than upon all other infant foods combined. It has been famous for infant feeding since 1857 and is favorably recommended by physicians. It is an ideal milk for table purposes, and a consistent and steady seller at all seasons.

Borden's Peerless Brand Evaporated Milk

can be used wherever milk is used for cooking purposes. It makes Crullers, Waffles, Custards, Buns, Corn Bread, etc., delicious and digestible; enriches all Soups, Gravies, Dressings, Sauces, etc. All Borden's Brands, both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture and guaranteed absolutely pure. Our advertising makes the sales come steadily and with little effort on your part, and the purity and quality of Borden's Peerless Brand Evaporated Milk keeps your customers satisfied and contented.

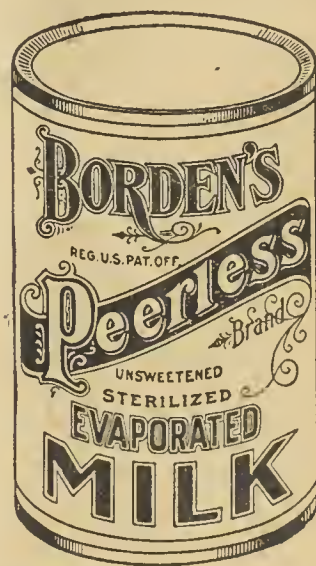
It makes Crullers,

BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best milk for babies. It is rapidly and completely digested, and guaranteed ABSOLUTELY PURE. It has provided good health and strength to more babies than all the other infant foods combined."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXVI.—Tying Salesmen Up to Leave Their Old Customers Alone When They Take a New Position. Also Something Which Has Arisen Under the Clayton Anti-Trust Law.

Here is an inquiry which will interest every business concern employing salesmen. It comes from Chicago, Ill.:—

Several months ago we employed a salesman to obtain orders for us along a certain route which we had already worked up. His business was to take care of the old customers and get as many new ones as he could. After signing our regular written contract, we gave him a list of the old customers. A part of the contract which he signed, and which was drawn by a lawyer, was as follows:—

That in consideration of the employer giving the employee employment as herein set forth, and agreeing not to discharge the employee in advance of the termination of this contract, except by giving said employee two weeks' notice—in case the discharge is for wilful disregard of duty, no notice shall be required—and also in consideration of the payment to the said employee of the said salary and commissions as herein provided, the employee hereby covenants that he will not directly or indirectly for the space of one year after ceasing from any cause or reason whatever to be in the employ of the employer, engage in the same business on his own account, or as agent, or employee of any other person, corporation, etc., within the territory assigned to or covered or served by him, or that he will not for himself on his own account, or as agent, etc., of any other person or company within the said territory, solicit from or supply goods of the same class to any customer or customers served by the said employer.

The salesman worked for us two years and a half and then resigned his position. Within a few days we learned that he had taken a position with a competitor and was actively soliciting from his old customers, which of course we were also calling on through a new man. He was at once notified to stop, as it was in violation of his contract with us, but has paid no attention. I have no redress, and what should we do about it?

Respectfully yours,

R. S. MILLIGAN & BRO.

If this correspondent will go to any good lawyer in Chicago he will be told at once that his contract with the salesman is a good and valid one and that he can enforce it. What he should do is to ask the

court for an injunction prohibiting the salesman from soliciting for the same kind of merchandise in his old territory. I have no doubt that the court will at once grant it and that the salesman will be forced to quit.

The thing that employers always get up against the very first thing when they attempt to enforce a contract like this is that the courts don't like these tie-up agreements. They are considered in restraint of trade. Nevertheless, if the contract is in writing and has been properly drawn, the courts will always enforce it. No verbal understanding that a salesman will not solicit in his old territory for a new employer will be enforced, however. It must be clearly expressed in writing. Where there is a fair reasonable contract which was obviously intended for nothing but to protect an employer from having the ground on which he was standing undermined beneath his feet, the courts will hold a salesman to it, and will say, as was said in a leading case: "Such a contract as is before us is not violative of sound public policy and is therefore enforceable at law or in equity according to the nature of the relief sought."

In the case from which I quote a salesman was enjoined from doing the precise thing which this correspondent says his former salesman was doing, and the court, in its decision, said something more which I wish to quote:—

In the present case the defendant makes no denial that he had invaded, within the time limited, the small territory which the contract prohibited him entering for one year after he left the plaintiff's service. It cannot be successfully contended that this contract should be classed with those which are void because they are in contravention of sound public policy. The acts of the defendant complained of are plainly of a kind and nature more or less injurious to the business of

the plaintiff. The application for the injunction is granted.

It is always a good idea to tie a salesman up by a contract like this where it is he, rather than the employer, who will come into personal contact with the customers. Very many times the customers don't care much what house they are buying from—they buy from the particular salesman because they know him and like him. Such a salesman finds it very easy to carry the bulk of his trade to a new employer.

There is a very sharp limit to the kind of contract that will be enforced along this line, however. It must be reasonable and it must not be absolute. By absolute I mean a contract *never* to solicit in the old territory. If for instance in the above correspondent's case the salesman had agreed never to solicit his old customers, instead of merely binding himself to stay away from them for one year, the contract would not have been worth

the paper it was written on. That would not have been reasonable. The court only enforces such contracts so as to protect the employer anyway, and a contract binding a salesman never to go back would go much further than is necessary for the employer's protection, therefore it would not be enforced. Many employers in order to absolutely safeguard themselves have overshot the mark and got nothing. A contract to be good must restrict itself to the territory in which the salesman circulated, and must also limit itself to a certain time.

I want to say a word about another matter. During the week the papers have sent me copies of letters which the Pittsburg Steel Company manufacturers of wire fencing, have sent to firms who before the Clayton anti-trust act, recently discussed in one of these articles, were exclusive agents. In both the letters the steel company takes the position that the Clayton law makes it illegal for it to have exclusive agents now. In one letter it says "under Section 3 of the Clayton law just passed by United States Congress and signed by President Wilson, prohibiting manufacturers from marketing their products through exclusive agents, we are obliged to advise you, for your protection as well as our own, that we can no longer consider you exclusive agent for the sale of 'Pittsburg Perfect' Fence."

In the other letter it says: "The Clayton bill forbids our selling

DICKINSON'S Package POP CORN



1 lb.
package
sells
at 10c

The very mention or sight of Popcorn "makes your mouth water" doesn't it?

Your customers see the nicely colored package, or your clerk mentions it — ZIP — the sale is made.

Dickinson's Package Popcorn is the "little automatic salesman" — it sells butter, salt, sugar, honey, etc. All of these things are used with Popcorn.

Tell your jobber to send a trial case. Let the "little automatic salesman" work for you.

THE ALBERT DICKINSON COMPANY

WHOLESALE SEED MERCHANTS - CHICAGO

Packers of SANTA CLAUS — the nickel package. GLOBE shelled or ear corn in bulk.

ne dealer in a town and refusing to sell another of equal credit and standing."

I say without qualification that there is nothing in this whatever. For two reasons the Pittsburg Steel Co. is clearly wrong. First, the concluding provision of Section 2 of the Clayton act says: "Provided further that nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions not in restraint of trade." As I have already explained in discussing the Clayton act, restraint of trade does not mean restraint of trade as to one's own brand, because one can restrain trade in that as much as he likes, even to the extent of destroying it together. It means restraint of general trade—trade in a product other than a brand.

Second, if the Pittsburg Steel Co. is right in saying that the law "forbids our selling to one dealer in a town and refusing to sell another of equal credit and standing," then it follows that it has no choice as to its customers, but must sell everybody whose credit is good. Everybody knows that that is not the law of the United States Supreme Court as specifically said so many times, most recently in the Miles medicine case. Anybody but a public service corporation like a railroad or a telephone company can sell anybody or nobody.

My judgment is that the Pittsburg Steel Co. is doing what many other manufacturers have been doing for years—using the anti-trust law as an excuse for doing something it wants to do for its own purposes.

(Copyright, November, 1914, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

The Carbondale association is an active organization with a good



Sell Her a Whole Container of Franklin Carton Sugar

When you sell a woman a whole CONTAINER of 24 or 30 CARTONS of FRANKLIN CARTON SUGAR, instead of selling her one CARTON, you prevent her buying the other 23 or 29 CARTONS from a competitor. She's *your* customer; nobody else can sell her any sugar for some time. She has a supply instead of a sample. You have only one delivery to make, instead of perhaps dozens. You make the profit on every carton in one sale without even having to open the container, although you can do that in five seconds with a pocket knife. You can see that this is the right way to sell sugar because your customers expect to go on eating it all their lives and don't have to "try" it to "see what it's like."

CAPACITIES OF CONTAINERS

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds, according to the grade. CUBE, GRANULATED, and DESSERT & TABLE are packed in CONTAINERS that do not hold too much for a family to buy at one time. POWDERED and CONFECTIONERS' XXXX are also packed in CONTAINERS of small capacity to suit your convenience in buying. Full information on weights of both CARTONS and CONTAINERS can be had from your jobber.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR as CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Let us send you a Container of Franklin Carton Sugar. Sugar is something that you always need, and it's a big convenience to know that you have a supply of it in the house instead of having to buy it every time you need it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

large membership. The organizer addressed a meeting of this association on November 9th. The attendance was good and much interest was shown in organization work. Carbondale's association is progressive, has a good collection system and has started many good things. A late achievement was "A Dollar Sale Day" which was a great success.

The organizer addressed the Scranton business men on November 10th. After the regular business session lunch was served and addresses were made by quite a number of the members. This is a live organization, has a paid secretary, a good credit and rating system, and in the near future will put on a membership campaign through which it is hoped to double the membership.

The organizer met the merchants of Bradford and Wyoming Counties at Tunkhannock on November 12th. The regular business of the association was interesting and instructive. Mr. Smedley made a talk on organization which was well received. Plans were made for the annual banquet to take place in January next.

The Woolson Spice Co., Toledo, Ohio, have joined the Pennsylvania Plan. We trust every member will co-operate with this company so that their association with us may prove profitable.

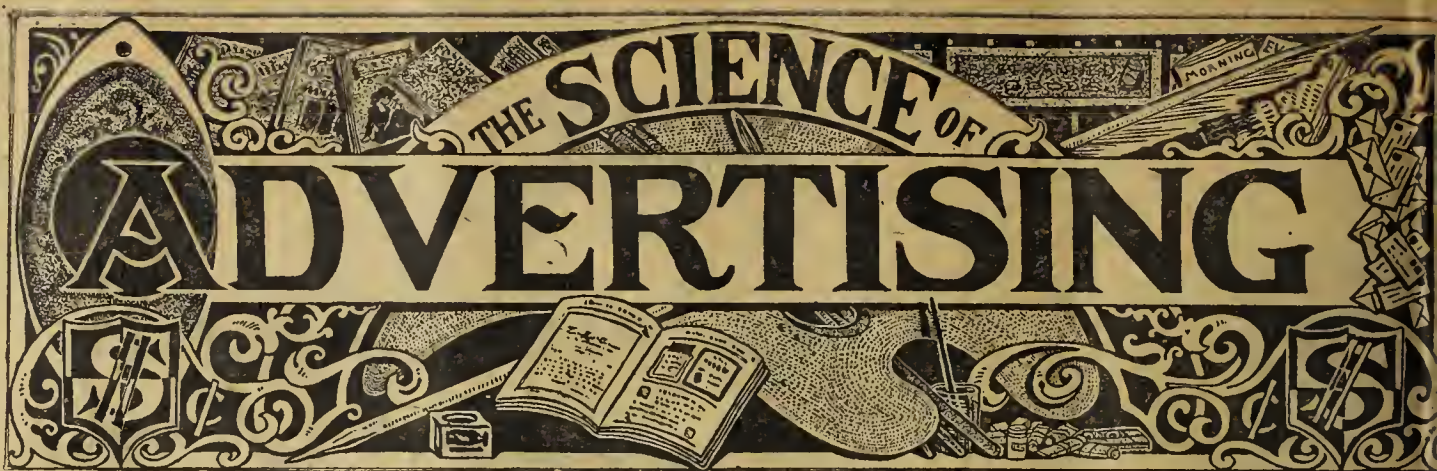
The organizer addressed the Bradford association November 16th and 17th; Pittsburgh November 18th; Latrobe banquet November 19th; Rochester November 20th.

Mr. Smedley will address the merchants of Berwick on November 27th.

If you want the organizer to visit your association we would suggest making an early appointment to avoid disappointment.

The State Executive Committee will meet in the near future to discuss a legislative programme.

Several towns are in line for organization. Eight new associations have been formed and have joined the State association since the convention.



Pittsburg, Pa., October 7, 1914.
Editor "Science of Advertising."

Enclosed please find one of our weekly circulars for criticism.

Yours truly,

HUEY & MATHEWS, INC.,
Per James Huey, Pres.

The circular sent with this measured 12 x 17 inches and was printed on paper of rather poor quality. I would tell

my printer to spruce up on your paper, Friend Huey—you may know I'm a crank on the paper used to print advertising matter on. This circular has been put together very badly, in my judgment. It is fearfully cut up and complicated—it doesn't invite the eye at all. Here is the reduced reproduction:—

is so much matter, and the lines are long, many of them, that the whole thing looks like a hodge podge.

A circular as large as this should never have lines running clear across unless it is in the heading or introduction. The body should consist of columns into which the width should be divided. A width so great as this ought to be divided into three columns and all the articles ought to go in properly classified little paragraphs, each with its appropriate heading. There is a great deal of stuff on this circular that in my judgment is not advertising at all, and would much better have been left off. There is absolutely no advertising value in "Kellogg's Corn Flakes, 10 cents." Every consumer knows practically all grocery stores sell Kellogg's Corn Flakes, and the regular price for it is 10 cents. Therefore, what possible interest is there in advertising "Kellogg's Toasted Corn Flakes, 10 cents"? Of course special stamps are advertised with some of these articles as the main point of a special offer, but where there is something like that it is perfectly useless to say "Peanut Butter, 15 cents a pound," or "Bottle Olives, 10-15 cents." Absolutely nothing is gained by it—nobody will ever order because of such advertising, and it simply looks down the circular. This printer does seem to have the least faculty of clear cut type arrangement—even the addresses of the stores at the bottom sort of fixed up so as to be confusing to the eye. The heading, too—it looks wretched.

I believe Huey & Mathews would almost have an instantaneous increase in their advertising returns if they would make their printer simplify his plan in setting up their circulars. If they are producing a circular that is difficult to read, let them just hold one up and look at it. Being easy to read is one of the absolute fundamentals of the kind of advertising that gets results.

NOTE.—This department is devoted to the criticism of advertising matter submitted, in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

AT ALL OUR STORES

Where Quality Counts

We give Sterling, the Best Trading Stamps



Long Cut
Sauer Kraut
3 lbs 10c


THIS BUTTERINE MIXER given away absolutely free for 25 coupons. With each pound of Butterine you buy "WHERE QUALITY COUNTS" you receive one coupon. These Butterine Mixers are very effective and easily operated. Ask the clerks to give you a demonstration and explain our liberal proposition.

| | | |
|---|---|---------------------------|
| <p>Large sack Half sack</p> |  <p>Telephone Flour</p> | <p>= \$1.60 = 80c</p> |
|---|---|---------------------------|

Telephone Flour is milled from the highest grade spring wheat. Every person knows our reputation for handling the highest Quality of goods. Our iron-clad guarantee back of each sack—Money refunded if not satisfied.

| | | |
|-------------------------------|--------------------------------|----------------------|
| <p>25 lb sack best</p> | <p>Granulated Sugar</p> | <p>\$1.50</p> |
|-------------------------------|--------------------------------|----------------------|

With each \$4.00 grocery order. No red tape in the Quality Chain.

| | | |
|---|---|------------------------------|
| <p>The World's Famous Soda Cracker</p> |  | <p>3 packages 10c</p> |
|---|---|------------------------------|

| | | |
|---|------------------------------|--|
| <p>Cream of Wheat or Ralston's Health Food</p> | <p>2 packages 25c</p> | |
|---|------------------------------|--|

| | | |
|--|-------------------|--|
| <p>8 lbs best Lump Laundry Starch</p> | <p>25c</p> | |
|--|-------------------|--|

Special for this week only. Not more than 8 pounds to any one person.

| Towle's Log Cabin Maple Syrup Specials | | | |
|--|--------------------------------------|--|--|
| <p>Pint 10 stamps with each 25c</p> | <p>Quart 15 stamps with each 45c</p> | <p>Half Gallon 20 stamps with each 85c</p> | <p>Gallon 25 stamps with each \$1.35</p> |

| | |
|--|--|
| <p>10 stamps with each package Pancake Flour 10c</p> | <p>10 stamps with each package Buckwheat Flour 10c</p> |
|--|--|

| | |
|---|--|
| <p>100 stamps with each 1 pound package Diamond Brand Tea 60c</p> | <p>50 stamps with each 1/2 pound package 30c</p> |
|---|--|

Our long practical experience in selecting and blending high grade Teas enables us to offer you in "Diamond Packages" a tea that is equal to what is sold at 80c to \$1.00 per pound elsewhere. Try a package and be convinced.

| | |
|---|---|
| <p>100 stamps with each pound Diamond Baking Powder 40c</p> | <p>15 stamps with each DIAMOND COFFEE 30c</p> |
|---|---|

A coffee of very good body, excellent flavor and aroma, superior in every respect to the average 30c coffee.

| | | | |
|--|---|---|---|
| <p>15 stamps with each pound Special Blend Coffee 28c lb</p> | <p>10 stamps with each pound Good Drinking Coffee 20c lbs</p> | <p>20 stamps with each pound Huma Blend Coffee 32c lb</p> | <p>25 stamps with each pound Golden Blend Coffee 35c lb</p> |
|--|---|---|---|

| | |
|---|---|
| <p>40 stamps with each pound Huma Blend Tea, any blend you wish 40c</p> | <p>Diamond Brand Rolled Oats 10c</p> |
|---|---|

Notwithstanding the fact that Oats advanced in price, our Big package remains the same—2 pounds net.

| | |
|--|--|
| <p>Home Made Bread 5c, 7c, and 9c</p> | <p><small>Our Bread is made from the finest quality of flour in a clean up-to-date Bake shop. No middle man profits.</small></p> |
|--|--|

| | | |
|----------------------|----------------------------------|-----------------------------------|
| <p>Onions 20c pk</p> | <p>Sweet Potatoes 15c 1/2 pk</p> | <p>Very Fancy Potatoes 20c pk</p> |
|----------------------|----------------------------------|-----------------------------------|

| | | |
|-------------------------------|---|---|
| <p>Puffed Wheat 3 for 25c</p> | <p>10 stamps with each of the following 10c</p> | <p>15 stamps with each of the following 10c</p> |
|-------------------------------|---|---|

| | | |
|------------------------------|-----------------------------|--------------------------|
| <p>Puffed Rice 2 for 25c</p> | <p>1 Diamond Pepper 10c</p> | <p>1 Honey Crisp 10c</p> |
|------------------------------|-----------------------------|--------------------------|

| | | |
|--------------------------------|---------------------------|-------------------------------------|
| <p>Mother's Oats 3 for 25c</p> | <p>1 Diamond Rice 10c</p> | <p>1 Diamond Washing Powder 15c</p> |
|--------------------------------|---------------------------|-------------------------------------|

| | | |
|------------------------------|----------------------------------|----------------------|
| <p>Washington Crisps 10c</p> | <p>1 Diamond Corn Starch 10c</p> | <p>1 Coconut 10c</p> |
|------------------------------|----------------------------------|----------------------|

| | | |
|----------------------------------|----------------------------------|------------------------------|
| <p>Kellogg's Corn Flakes 10c</p> | <p>1 Diamond Baking Soda 10c</p> | <p>1 Hershey's Cocoa 20c</p> |
|----------------------------------|----------------------------------|------------------------------|

| | | |
|-------------------------------------|-----------------------------------|--------------------------|
| <p>Silver Bar Peaches 3 lbs 25c</p> | <p>Gold Bar Peaches 2 lbs 25c</p> | <p>Apricots 20c a lb</p> |
|-------------------------------------|-----------------------------------|--------------------------|

| | | |
|--------------------------------|-------------------------------|---------|
| <p>Bottle Olives 10-15-25c</p> | <p>Peanut Butter 15c a lb</p> | <p></p> |
|--------------------------------|-------------------------------|---------|

OUR BAKERY SPECIALS FOR SATURDAY ONLY

| | | |
|---|---|---------|
| <p>Raisin Bread, best and largest loaf in the city 5c</p> | <p>10c Cinnamon Cakes, made to please you, our price 7c</p> | <p></p> |
|---|---|---------|

More links will be added to the Quality Chain as soon as we can secure suitable buildings and locations

HUEY & MATHEWS, CASH GROCERS

INCORPORATED
Lang Ave. and Monticello St., P. O. Box 544, Bell Phone Bland 544
323 Brushlon Ave. 6532 Frankstown Ave. 5805 Penn Ave. 7910 Frankstown Ave.
Bell Phone Bland 1043 W Bell Phone Bland 544-8 Bell Phone Bland 544-8 Bell Phone Bland 1043 W

I say again this is very badly done. If this printer had deliberately started out to get up a circular that should be hard to read, he could not have achieved the result any more surely than he has. The trouble is that there

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price.—You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.
J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.
FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.
STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—
Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.
W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.
GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delica-

tessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.
A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:—
Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.
Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.
Four pairs ladies' canvas top Oxfords, at 50 cents.
Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.
R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.
Also country lard by the can, at 11 cents per pound.
A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling

is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.
W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.
BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 33.

We have 1 20-pound micrometer scale in first-class condition, which cost \$35; will sell for \$15 cash.

We also have on hand 1 Johnson & Johnson beef cutter, in first-class condition, which cost \$40 when new; will sell this also for \$15 cash, both f. o. b. Freehold, N. J.
CHAS. MOUNT & Co.,
Freehold, N. J.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are D S A quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.
THE CUPP GROCERY CO.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.
S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements.

Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 42.

We have to offer about 150 empty egg crates, in good condition, at 3 cents each.

WM. ARTHURS,
184 W. Lehigh Ave., Philadelphia.

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for \$7.50, as I have no use for it.

L. F. HARPER,
Richlandtown, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Do You Know

of any truly successful store which does *not* use Electric Light?

☞ Electric Store Lighting is not only good lighting, but it is *good advertising*.

☞ The Electric Lighting System for your store need not be expensive—in fact, if you use the new Mazda lamps equipped with proper reflectors, you will have a very economical installation. We will be glad to plan your lighting system without charge or obligation.

The
Philadelphia Electric
Company

Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

FOR SALE.—Advertising pencils bring results; \$1.25 per gross up. Sample free. Grabill & Co., Lancaster, Pa. 21

WANTED

WANTED.—We are in the market for a good second-hand coffee mill for the new store we are opening in Camden, Del. What can you do for us? Address Dressurd Grocery Co., Dover, Del. 21

WANTED.—To buy a used adding machine. Price must be reasonable. Address Geo. Minschwaner, Trenton, N. J. 26

WANTED.—A second-hand bag rack. Address F. J. Klick, 2226 Holland St., Erie, Pa. 23

WANTED.—A standard late model typewriter. Address W. M. Focht, 157 High St., Pottstown, Pa. 26

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammononton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

STORES

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—General store and stock for sale. Established 25 years, \$50,000 to \$60,000 annual business. In center of New Jersey's best farming district. This business can be greatly increased;

it is a great opportunity for some one. I am selling on account of poor health. Address Chas. A. Spaulding, Allentown, N. J. 22

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store, established 24 years. To a quick buyer will sell at the low figure of \$1,475. Property contains 10 rooms and all conveniences. Can be bought very reasonable, \$8,500. Excellent neighborhood, S. W. corner Forty-third and Pine Sts., West Philadelphia. 21

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet; two baths, three toilets, hardwood floors, gas and electricity. Also bungalow, with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$600. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—One balancing scale in good condition. Will sell for \$8. Will pay freight charges. Address Fred. J. Klick, 2226 Holland St., Erie, Pa. 26

FOR SALE.—One Minnick wooden paper baler, never been used. Cost \$17.50, will sell for \$10. Makes bales of about 60 pounds. Address P. J. Leary, 37 Fayette St., Conshohocken, Pa. 23

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost

\$30. Also one rotary beef cutter, with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 23

FOR SALE OR EXCHANGE.—One 14-syrup Lippincott fountain, one carbonator (water power), with water motor, two fans, two marble slabs and sink complete; outfit cost new over \$2,000; will sell outright or exchange. Also one 10-syrup fountain, with rocker and everything complete. Make offer. Address Atco Stores Co., Atco, Ga. 26

FOR SALE.—A Johnston swing knife meat cutter, for which I paid \$40, used less than two years, in perfect condition, for \$7.50. An Enterprise cutter for \$2.50, and a peanut hotter, costing \$8, for \$2, f. o. b. Slatington. Address E. F. Kern, Slatington, Pa. 21

MISCELLANEOUS.

FOR SALE.—Fancy hand-picked Fallwaler apples; will keep till spring. Should like to get in communication with some retail trade. Can ship any quantity, from a barrel up and the same day order is received. Address A. S. Anthony, Mauch Chunk, Pa. 26

FOR SALE.—Six mahogany tables, as used in restaurant; also electric fixtures, cheap. Address A. F. Bickley & Son, 520 N. Second St., Philadelphia. 26

FOR SALE.—Holly and holly wreaths. Can fill orders for above in any amount. Address Luther G. Welch, Bridgeville, Del. 24

FOR SALE.—One six-spring light wagon, covered sides, new top, good condition; \$20. Address W. H. MacMahon, 4300 Fleming street, Roxborough, Philadelphia. 21

AUTOMOBILES

FOR SALE.—One five-passenger Rambler touring car. This car has been well taken care of and is in good condition, with top, windshield, tool box, extra tires, tubes, etc. Would make excellent delivery car, as it has a large, roomy body. Will sell cheap, as we are about buying a new car. Address J. W. Kraft, 620 E. Chester Ave., Lancaster, Pa. 26

FOR SALE.—A Ford delivery car in good condition; cheap. Address Crocker & Ellis, Fredonia, N. Y. 21

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Ask Your Baker Friend

what yeast he uses. He'll probably answer

Fleischmann's Yeast

The baker knows; and the fact that he uses Fleischmann's is your cue to sell the same kind of yeast to your customers.

THE FLEISCHMANN CO.

Everybody Knows Them



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

KNIGHT Cooking Extract Co

No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

Published every
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Some Inside Facts as to Parcel Post Shipments of Food Products

Assistant Postmaster of Louisville, Ky., Tells About a Butter Man Who Ships Much Butter by Parcel Post. Parcel Post Opens New Lines of Business. A Parcel Post Broker is The Latest.

I believe that there exists an idea that the parcel post service, as far as it relates to the shipment of farm produce, is intended only for the farmer who has only a small amount of such produce as butter, eggs, etc., for sale. Such is not the case. I submit the following extracts from a letter received from a man who makes 2,500 pounds of butter per week:—

When we ship by parcel post we get pay for every pound shipped, whereas, if we ship to the commission merchant, we usually get short weighed about eight pounds to the hundred, making a difference of from \$2.50 to \$3 on the hundred pounds. We are also able to get from 3 to 4 cents per pound above our regular market for all butter shipped by parcel post. These two items alone increase our profit about \$6 on the hundred pounds.

The kind of butter we are shipping to Louisville sells for 45 cents to 50 cents a pound. Our prices are governed by Elgin and at present are as follows:—

| | Our Price | Louisville Price | Saved to Consumer |
|--------------------|-----------|------------------|-------------------|
| 1 lb. prepaid ... | \$.39 | \$.45 | \$.04 |
| 2 lb. prepaid ... | .73 | .90 | .17 |
| 3 lb. prepaid ... | 1.07 | 1.35 | .28 |
| 5 lb. prepaid ... | 1.75 | 2.25 | .40 |
| 10 lb. prepaid ... | 3.45 | 4.50 | 1.05 |

These figures show the actual saving to the consumer by buying his butter by parcel post.

Another great advantage parcel post shipments have given the consumer, the butter is delivered promptly and is always fresh churned. The creamery butter that is brought from any store cannot be fresh and sweet, for the following reason, namely, the city merchant gets his creamery butter from your local commission merchant; your commission merchant gets his creamery butter from any creamery that he can get to ship to him. The creamery lets your commission merchant have only his surplus or what butter he cannot himself sell to hotels or retail trade. After this butter is received by your commission merchant it is placed in his large cold storage butter house, which is pretty well filled up all the time. As he wants to keep a good stock on hands, he receives the butter in 60-pound tubs and moulds it into one-half and one pound prints as his trade demands it. He always uses his oldest butter first which makes it impossible for this butter to compare with fresh sweet butter straight from the churn, such as we ship by parcel post.

The above letter should set people in the smaller country towns, adjacent to large cities, to thinking about this matter. As stated in the above letter, the parcel post gives the shipper full weight for every

pound of butter shipped by parcel post and in addition a better price is obtained than if he were shipping to a middleman; and the parcel post puts it in the hands of the consumer in a fresher and better condition and at less cost than any other method of distribution. I have suggested to dairymen that they get together and make their own butter and market it through the parcel post.

It is not only the man who makes 2,500 pounds of butter a week who can use the parcel post to advantage. As a concrete illustration of this fact, I know of a farmer in Southern Indiana who is shipping twenty-five pounds of butter a week to this city for which he is receiving 26 cents a pound the year around, whereas, he would otherwise receive for this butter in his local market 18 cents in the summer time and 25 cents in the winter time. This butter is put into the hands of the consumer in this city at 28 cents in the summer time and 27 cents in the winter time. The same butter would cost the consumer from 35 to 40 cents per pound if bought at the corner grocery. It is, therefore, easy to see that the shipping of butter by parcel post should appeal to any one who has butter for sale. The parcel post affords a ready and profitable market for this produce.

It is remarkable the distance butter can travel and the amount of heat it can stand if it is properly chilled and wrapped before mailing. To obtain best results, butter should first be wrapped in oiled paper and each pound enclosed in a pasteboard container treated with a coat of wax, which should in turn be enclosed in a corrugated paper outside wrapper. In the winter time butter may be satisfactorily shipped if it is wrapped in oiled paper and packed in a pasteboard or wooden box or in a basket, but this manner of preparing a shipment is not recommended for any time except during cool weather.

The parcel post is opening up

many new lines of business. We now have the parcel post agent or broker, who handles freight shipments of catalogues, etc., so as to enable the sender to take advantage of the lower rate gained by mailing at offices near to office of address. We have a man here—I suppose you would call him a broker—who is trying to work up a business by guaranteeing to consumers the quality of produce furnished by farmers, and guaranteeing to farmers the collection of money for their produce. He, of course, proposes to charge a fee for this service. I doubt if he succeeds in working up a business, as one of the objects of the parcel post was the elimination of the middleman. The fact is, the Post Office Department is performing this service in a measure. It amply protects the consumer and also the farmer by seeing that inferior goods are not sent through the mails and that articles purchased through the mails are paid for. Offenders will be proceeded against for fraudulent use of the

mails, which is punishable by heavy fine or imprisonment.

One of the first enterprises which grew out of the parcel post to create new business was the parcel post laundry. The business of this laundry has steadily grown until at the present time it mails out about thirty-five packages of laundry per day. Cleaning establishments are also beginning to use the parcel post to a considerable extent. Articles are sent for cleaning and pressing by parcel post, and the work is done cheaper and more satisfactorily than would be possible in a small town.

The great trouble with parcel post is in bringing the producer and consumer together. The trouble, in my opinion is due to indifference to existing conditions. The average consumer would rather put up with the high cost of living than to be put to a little inconvenience in order to reduce it.

I. A. LEATHERS,
Assistant Postmaster

Louisville, Ky., Nov. 26, 1914.

How Many American Grocers or Grocery Clerks Could Write an Essay Like This?

The First Prize Essay Contributed as Part of the Last Examination of the English Institute of Certificated Grocers. Reproduced to Show the Extraordinary Efficiency of the English Trained Grocer.

The "Modern Merchant and Grocery World" has made many commendatory references to the English method of learning the grocery business, as particularly evidenced by the work of the English Institute of Certificated Grocers. Several sets of the examination questions asked by the institute of pupils who wanted to be considered trained grocers, have been published in this paper.

The "Modern Merchant and Grocery World" has now been furnished with a copy of the first prize essay contributed by one of the applicants for an institute diploma, upon the subject of "The Products of South Australia." Readers who have read the English examination questions from time to time, have noticed that a part of the examination is to write an essay upon some subject connected with the English grocery business. South Australia

is the source of many goods sold in England, and it was therefore figured out, rather logically, that a man in the English grocery business should know something about it.

We are reproducing the essay not so much because it supplies information which will be useful to American grocers, but because it shows the extraordinary efficiency of the English trained grocer:—

THE PRODUCTS OF SOUTH AUSTRALIA.
First Prize Essay, by Mr. A. H. Hardy, F. G. I., of Manchester.

The chief things to be considered by the grocer are, the commodities handled by him and produced in this State of South Australia. The choice of the different articles of food for the people is left to a very large extent in the hands of the grocer, and if he intends to be a successful man in his business, he will always be on the lookout for the best goods he can procure with which to fill his store, and also satisfy the most exacting customer.

WHERE TO SEE THE PRODUCTS.

A very good plan to keep in touch with the goods on the market is to

visit the grocers' exhibitions which are held from time to time in different parts of the country. I got my best knowledge of the products of South Australia in this manner. I have at several grocers' exhibitions stopped for some time to study the various products on view, on the stand of the South Australian Government. Looking over the various products, the thought passed through my mind, "What a wonderful country and climate to produce things so perfectly and plentifully—everything necessary for the maintenance of man and beast. I have brought away with me booklets and picture postcards, showing this healthy state of things, and have read them in quiet moments. I find on reading that some of the largest vessels go to and fro to her ports for produce and the journey is done in less than a month. These boats are fitted with special refrigerating chambers, which keep our food in the freshest possible condition, and the commodities handled by the grocer can therefore be got from South Australia in fresh and perfect condition, and can therefore compete with goods already well established on this market."

DAIRY PRODUCE.

Let us acquaint ourselves a little about the country itself, and the products grown therein. The soil and climate of this country are all that can be desired, being rich in alluvial deposits from time immemorial, for it must be remembered that it is a comparatively young country and the soil must possess a wonderful amount of energy and plant food necessary for the growing of food for cattle and for raising all sorts of things for mankind. The cows fed on the natural grasses growing produce a record supply of milk, which is rich in butter fat to the extent of 4 per cent. This is made into butter and cheese of the finest quality. The butter made is of the highest grade, of good body, flavor and texture, which is proved by the increasing demands for this product, and the prices fetched in competition with other makes. They have also secured first prizes in competition with other colonial butters at the London Dairy Show.

BACON.

The by-product, viz., skim milk, is a good food for pigs. I saw an illustration of a family of Berkshire pigs and it struck me what a healthy family they looked. I thought as I passed along and saw the exhibit of bacon, "What a good opportunity for the people in South Australia to put more bacon into the English markets!" With decreased supplies from America and Danish and Irish producers taxed to the limit, and also the restriction of pig keeping in this country, besides the record prices ruling, it seems a pity we cannot have more Australian bacon. I read, however, that it is on the increase. The sides of bacon I saw on view were of good finish and appearance, and I am sure would cut up firmly and profitably. It was Wiltshire cut, which is the most popular cut on the English market.

CHEESE.

The cheese produced in South Australia is of excellent quality and commands good prices. It is rich in fact, compared with the average British make, 32 per cent. fat. The South Australian averages as much as 43 per cent. fat. It gives satisfaction to the seller, it being of a nice, firm texture, and there being no waste in cutting up; and to the consumer, because it is of such a high standard of quality.



The Bright Side of Your Store

is the sunshine counter where GOLDEN SUN Steel-cut COFFEES constantly move from your shelves into the hands and homes of delighted customers. There are

FIVE DISTINCT BLENDS

of GOLDEN SUN—one for every taste

Karex, Navarre, Briardale, Vienna, Mocha and Java

with a repeating sale record greater than any other coffees—which means a greater profit-producing record for the dealer. GOLDEN SUN is *Better* coffee made *Best* by careful selection, expert blending and perfect roasting. Then it is *steel-cut* instead of ground—the final touch that brings out the rare flavor and delicious aroma which grips and holds the trade of coffee drinkers.

BE A SUNSHINE MERCHANT

The five GOLDEN SUN blends make your coffee line complete and larger sales and increasing profits will make things bright for both you and your customers.

GOLDEN SUN Coffees are packed in handsome, air-tight, all-metal cans, three convenient sizes—dust and germ proof.

The Woolson Spice Company TOLEDO, OHIO

Oldest and largest house of coffee experts in the world



SAY TO CUSTOMERS

"You'll take pride and delight in serving GOLDEN SUN Coffee because of its fresh, rich flavor and distinctive aroma."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Poultry and eggs have already proved to be a profitable industry, and the prices received in the London market being very satisfactory, will assure for us a continued and ever-increasing supply.

I read an article in one of the booklets on fishing, but the chief thing that caught my eye was that the coasts of South Australia are the natural haunts of the crayfish. Why it took my attention so quickly was that with true lobster being so scarce, and, as a consequence, very dear, my firm had taken up the sale of canned crayfish, which has taken on wonderfully well, with an increasing sale as the result. There should be a big future in store for this commodity.

CEREALS.

Wheat is produced of fine quality, the sample exhibited being the finest I have ever seen, with large, fine grains. From my observation I should think it would produce a flour of "extra superfine quality." And I read it never fails to get top price. Barley, oats and also fodder for cattle grow in abundance, and of the same standard of quality throughout.

FRUITS AND HONEY.

My attention was also drawn to the honey and fruit section. There was a fine collection of fruits of remarkable size. I saw cases of apples as they arrive in this country, and the way they were packed was a credit to the producers, and when offered for sale in that state they would compel people to buy at sight. Almost every fruit to be mentioned was exhibited in glass showcases, and were the admiration of all beholders. The honey also looked very inviting. The bees in South Australia must have a wonderful collection of plants and flowers from which to collect their spoils, and the honey being gathered amidst such beautiful and healthy surroundings must be of the very "best quality."

Another industry which struck me as being a splendid thing for the grocers of this country is that devoted to canned goods. Apricots, peaches, pears, cherries, etc., if put up in thick syrup and nicely labelled would be a splendid addition to our markets, and I am sure would find a ready sale, besides making employment in the canning industry. I read that the South Australians are working on these lines, and are giving preference to the growth of fruits suitable for canning.

Up to a short time ago we never heard of dried fruits such as currants, sultanas, figs and valencias coming from anywhere except Greece or Turkey. The Greeks, I have been told, even went so far as to say that the little dried grapes would only grow on the Gulf of Corinth, and that repeated attempts have been made, but without success, to grow them elsewhere. The fruit growers in South Australia have, however, grown them on South Australian soil, and have done so very successfully. I saw samples of currants at the exhibition and they were a splendid result of their endeavors, and I believe a market is already assured for them.

The eucalyptus product was the most interesting exhibit. Thus, even medical commodities are grown in this wonderful province!

MEAT AND WOOL.

I have often wondered what we should do without our frozen meat trade. I am afraid many of our people would have to turn vegetarians. The meat exported from South Australia is too well known

for further comment. It is enough to say the export trade since its inauguration in 1895-96 up to 1911-12 has increased nearly a hundred fold. The wool industry affects the grocer in this respect, that if it were not for the fine wool we receive from South Australia our tailoring bills would be much larger; and it is worth more than a passing thought that we should patronize and encourage the products from our own colonies. But the trade for South Australian goods is sure to find a sound footing in this country because of the superior quality produced by scientific production, which is sure to succeed and prosper.

WINE.

Another important product which concerns the grocer is the wine of South Australia. This is a very well known produce and one which the grocer has handled now for a long time with very good results. The burgundy of South Australia is well known to all lovers of good wine.

To sum up, the multitude of good things produced in South Australia for the grocery markets of the world is the result of years of scientific research work, and continued success is assured by the education given to the farmer and planter to get the best and most out of his land. We grocers of the Mother Country may help this prosperity by giving preference to products from this favored State.

An interesting analogy is that the Philippines and Porto Rico bear about the same relation to the United States that South Australia bears to England. Moreover, both the Philippines and Porto Rico send some food products to this country. How many clerks, just learning the business, could write such an illuminating essay about them as has been written by this English grocery clerk or student?

The New York Letter

Mayor's Food Committee Says Retail Grocers Are Necessary and Should be Encouraged. Coffee Exchange Opens Monday, November 30. Retailers Will Enter Politics to Fight Public Markets. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,

November 27, 1914.

The Mayor's Food Supply Committee, which has been considering the food question in New York, together with the relation of the retail grocer to it, has a plan which it is embodying in an ordinance which will be presented to the Board of Aldermen very soon. It proposes the establishment of a market commission which will keep its finger on the pulse food conditions in this city and operate plans to help both the consumer and the retail dealer.

The committee has issued a statement explaining its plans, a part of which I here reproduce:—

We strongly recommend that these functions be centralized as speedily as possible in some one board or department that would be responsible and invested with broad enough powers to eradicate existing antiquated methods and install new, up-to-date, more economical and efficient methods of marketing and distributing food products in Greater New York.

We suggest the issue by such a commission of daily market bulletin, one for the benefit of the retail dealer and the consuming public in this city and another for the benefit of producers and shippers who consign food supplies to this city.

The bulletin for the benefit of producers and shippers should be issued for the purpose of informing them as to the demands in New

York and as to the condition each day of the market in New York from the standpoint of scarcity or over-supply—an official statement that would enable shippers to know the exact conditions each day in New York on all items of food supply. Under present conditions many producers and shippers have ceased sending supplies to New York because of their experience in the past in being told that their goods reached New York at a time when the market was glutted with similar goods and that their consignment had to be sold at ridiculously low prices or else be thrown away.

Terminal facilities and markets cannot be made efficient these days without cold storage accommodations. This city has spent many millions of dollars building reservoirs in Greater New York in which to store water for future use. It has not spent a dollar for cold storage in which to store food for future use. Cold storage has come to be a great and important factor in saving the waste and in equalizing the distribution of food throughout the year. The cold storage facilities of New York are not sufficient for present needs. At this time there is not an inch of available cold storage space to be had in Greater New York or Jersey City. Cold storage facilities could be made of very great advantage to retail dealers throughout the city and save an enormous amount of food that is now wasted. If municipally controlled or owned they could be so administered as to have a most salutary effect on such tendency as may exist in any quarter to monopolize or improperly control the food supply of this great city. The city at this time ought to very seriously consider whether municipal cold storage plants should not be established. This is being tried in other cities, and a properly established market commission could

speedily determine the practicability of this suggestion.

The committee feels that the retail dealers of Greater New York in the matter of all food supplies are at a great disadvantage and seriously handicapped in their efforts to supply their customers with good goods and fresh goods at reasonable prices. In most cases they have to pay large rents, go a long distance for their supplies and deliver them to their customers at considerable cost and inconvenience. These retail dealers, however, are indispensable in our system of distributing supplies to consumers. Every facility should be rendered them so that they can obtain their goods in a fresh condition and at the lowest possible cost.

The co-operation of the retail dealers should be obtained in an effort to establish a zone system, if possible, or some sort of co-operative delivery that would materially save the waste and reduce the cost of this important item of transportation. The question of utilizing the parcel post should be studied in this connection, and a properly organized market commission having a grasp of the needs of the entire city could doubtless solve this important problem, at least in part.

Touching the above, particularly the move to establish public markets to compete with the regular retail trade, it is interesting to note that the organized retailers are preparing to go into politics to fight the plan in the Board of Aldermen. Mass meetings under the auspices of Charles Thorpe, State Secretary, are being held in various sections of the city, and everywhere the grocers seem enthusiastic.

Information has reached the coffee trade during the week that President Ross W. Weir, of the National Coffee Roasters' Association, has named the following Executive Committee for the ensuing year: F. J. Ach, of the Canby, Ach & Canby Co., Dayton, Ohio; W. T. Jones, of New Orleans Coffee Co., New Orleans, La.; C. E. Wyman, of Griggs, Cooper & Co., St. Paul, Minn.; T. P. Hinchman, of Steele-Wedeles Co., Chicago, Ill.; George S. Wright, of Dwinell-Wright Co., Boston, Mass.; Julius J. Schotten, of William Schotten Coffee Co., St. Louis, Mo.; Charles A. Clark, of the Clark & Host Co., Milwaukee, Wis.

The Board of Managers of the Coffee Exchange met during the week and decided by a vote of 10 to 4 to open the Coffee Exchange on the coming Monday, November 30th. There is considerable opposition to the plan, but there seems to be no doubt that it will go through. Some members can see no benefit possible from the reopen-

ing of trading, with the market in its present depressed condition. While others say that whatever happens coffee could hardly get much lower than it is now.

There has been a strong rumor here for several days that the California Associated Raisin Co., which is the raisin combine, intended to reduce prices on raisins after January 1st. James Madison, manager, has issued an official notice during the week stating that "such is far from our intention." Some interpret this somewhat vaguely expressed statement to mean that there will be no advance, while others are not so sure.

SUMMARIZED MARKET CONDITIONS.

Tea moderately active in spite of the holiday. Prices steady throughout the list. Export business, particularly in Congous, still quite active and promises to be for some time. Cheap Congous nearly exhausted.—Coffee weak and dull. Low prices would seem to make coffee a good purchase, but practically nobody is taking advantage of this fact. Cables from Brazil steady.—Sugar quiet and unchanged on a basis of 4.05 for raws and 5 to 5.10 for granulated.—Prunes firm and advancing on a 5 3/4 cent basis, f. o. b. coast. Apricots and peaches fairly active. Market steady to firm. Raisins and currants quiet and unchanged. Dates strong; likewise figs. Both on limited supplies.—All canned goods, notably tomatoes, corn and peas, are quiet and unchanged.—Salmon and sardines unchanged and in light demand.—Wheat heavy, sluggish and weak in spite of large export demand. Exporters of wheat are said to have taken out of the country 1,500,000 bushels so far.—Flour dull and buying is for immediate wants only. Prices unchanged.—Provisions quiet and a trifle easier.

A POINTER

W RIGLEY'S spear—the sign of the perfect gum in the perfect package—has pointed a way of happiness to millions of people; not only those who have bought and enjoyed the best chewing gum made—but those who have sold it—the Retail Merchants.

The wonderful WRIGLEY distribution—so complete that any person in any corner of the United States has but to step into the nearest store to find **WRIGLEY'S SPEARMINT** or **WRIGLEY'S DOUBLEMINT**—is convincing proof of the necessity and value of dealer co-operation—without which, one of the heaviest advertising expenditures in the world would fail to secure maximum results.

Through the **Pennsylvania Plan** we hope to show the merchants of Pennsylvania not only that we believe in them, but that real co-operation between



manufacturer and merchant means better stores, increased sales and greater profits.

Don't forget that the more prominently you display it, the more benefits and profits *you* will get from this most widely advertised product in the world.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S gives you *double* value—every package has five big sticks of delicious gum AND a United Profit-Sharing Coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

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Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

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Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

WITH THE EDITOR

A Letter and Its Answer.

The following letter, received during the week, is worthy of a public reply:—

Prospect, Pa., Nov. 23, 1914.
To the Editor.

Dear Sir:—Your reply to my inquiry as to who the officers of the United Grocery Co. were duly noted in your current issue. Thank you for the information. Your position in regard to this United Grocery Co. seems to me to be rather inconsistent.

In one of your issues some months ago you quite sharply "panned" Mr. C. C. Truax, manager of the concern under discussion. You referred to him as a "peddler of Staley Mfg. Co.'s stock," and said that it was reported that he had made \$20,000 in one year selling this concern's stock. You also advised your subscribers against taking stock in the Staley Mfg. Co., etc., etc. And, if I remember correctly, you also "panned" the United Grocery Co., who last spring started a branch in the city of Pittsburg. Mr. Truax's name was mentioned when the panning of the Pittsburg enterprise took place. You also advised subscribers against taking stock in the concern, i. e., United Grocery Co., which was at that time starting in Pittsburg.

Do you advise your readers against investing in a certain concern in your editorial columns and then accept four full pages of ads. for this same concern, and have your subscribers read and perhaps answered them? You should not publish advertisements for investments into which you have not made thorough inquiry. We do not know anything about the United

Grocery Co. It may be perfectly sound. However, if it is all right it looks as though you panned it before just to get a nice slice of advertising out of it later.

My subscription is out, and whether or not I renew it depends upon your explanation of the above.

Yours respectfully,

T. J. CRITCHLOW.

P. S.—In regard to the Staley stock which we purchased of Mr. Truax, would say that we have considerable of it in our family, and consider it gilt-edged property. When we read your articles detrimental to the Staley proposition we wrote to Mr. Staley about it. He, or some of his officers, replied that they did not know why you knocked them unless it was because you were not getting their advertising.

The above letter seems intensely unfair to us, and if the writer of it has no more confidence in our motives than he seems to have, we would prefer that he cancel his subscription.

This paper never "panned" C. C. Truax, the general manager of the United Grocery Co., at all. It did say that he sold stock in the Staley starch concern, and that he is supposed to have made \$20,000 a year doing it. That is true, isn't it?

It is true that we have repeatedly advised subscribers who have asked us that the Staley starch stock did not look like a good investment for a retail grocer. The reasons for the opinion were given at length;

they need not be repeated now. As to Mr. Staley's remark that we criticised him because he did not advertise in this paper, that is the same empty bit of braggart bluff that everybody makes who is criticised in a trade paper. It calls for no answer whatever.

It is true that the "Modern Merchant and Grocery World" published four pages of advertising of the United Grocery Co. several weeks ago, but it is not true that in doing this it published advertising of an investment that it formerly criticised. Several months ago the scheme of the United Grocery Co. was mentioned in this paper, and the concern itself—not its plan—was criticised for allowing some of its officers to make extravagant statements about its business to newspapers. We shall doubtless make the same criticism again if it becomes necessary.

There is not the slightest reason, as we see it, why this paper should not publish the advertising of a legitimate concern that comes to us in the regular course of business. In doing that we do not endorse the plan as an investment, though we do endorse our belief in its legitimacy. We reiterate our belief now that the plan of the United

Grocery Co. is absolutely legitimate. Whether it is a good business risk is a matter which everybody to whom its stock is offered must decide for himself.

The Committee on Food Supplies appointed by the Mayor of New York City has for months been investigating the conditions under

which food products are distributed to the people of greater New York. It found much waste and extravagance, but it is refreshing to note, from its report which appears in part in this week's New York letter, that "these retail dealers, however, are indispensable in our system of distributing supplies to consumers. Every facility should be rendered them so that they can obtain their goods in a fresh condition and at the lowest possible cost."

The above comes from a city which has sent up the loudest cries we have heard for the elimination of the middleman, for the reduction of retailer's profits, and for the establishment of public markets to put producer and consumer face to face. From such a source it is doubly credible and satisfying.

Perhaps This is a Partial Solution of the Specialty Order Problem

I want to contribute a thought about the specialty order problem. Considerable has been published about this already, and strenuous efforts are being made to induce the specialty manufacturer, his salesman who sells his specialties, the retailer who buys them, and the jobber who fills the retailer's orders for them, to work together. Up to the present time these efforts have been only partly successful. In some cases they have been conspicuously unsuccessful, and in one case almost a state of war exists. Three large manufacturers employing specialty salesmen are to-day refusing to ship orders through a certain Philadelphia wholesale grocery house. Such controversies are not good for trade, and ought not to exist.

I know, however, why they do exist, at least in some cases. I believe they begin by the specialty salesman overloading certain retailers. This is a mistake for the specialty house, even if the order is filled, for if its goods are perishable a part of them will surely grow stale and inferior before they are sold. Manufacturers are making extraordinary efforts—in other directions—to see that their products get to consumers fresh.

The specialty house makes a second mistake when it takes an unduly large order from a retail dealer, and it is this: The jobber through whom that order is to be shipped knows all about the retailer's buying capacity. If he is a one-case buyer and some specialty salesman gets an order from him for

twenty-five cases, the jobber is going to be exceedingly slow about filling it, for two reasons: First, because he knows he always has trouble to collect for an excessively large order; and second, because if a dealer orders too much of one article, he must curtail his purchases of others. The jobber figures that that will disturb his business, and he will always avoid it if he can.

My own belief is that at least half of the specialty manufacturer's trouble over getting jobbers to fill specialty orders promptly, arises because so many of the orders given jobbers to fill are larger than the jobber knows the particular retailer ought to buy.

If anybody thinks this is not true let me cite one case. Not long ago

a specialty salesman brought to a local wholesale grocer an order from a retailer for *thirty cases* of a cereal specialty. The jobber declined to fill it because the dealer was a half-case buyer. Was he right? I think he was from everybody's standpoint, including that of the specialty man. It seems elementary that a buyer whose natural order is half a case ought not to be permitted to buy thirty cases of a perishable product.

In another case a jobber was asked to fill an order for fifteen boxes of soap from a retailer whose natural capacity was one box.

Let the specialty salesman abate his enthusiasm somewhat and undersell rather than oversell his people, and a very large part of the

trouble with specialty orders would disappear.

It seems to me that at times the specialty man also forgets another factor in the case. Many of the retailers from whom specialty orders are obtained are small men with a limited line of credit. One of these gives an order for a certain specialty, and at the moment this is presented to the jobber to be shipped, the particular retailer's line of credit is full. Until he makes a payment he can get nothing more. Should the jobber violate his rule, and take for the specialty house the chance he has refused to take for himself? In all fairness, I don't see why. Therefore he waits until the particular retailer makes a payment and thereby reopens his credit, and then he ships the specialty order. At once the specialty man resents the jobber's delay, but has not that delay been thoroughly justified? Frankly it seems to me that it has.

I believe the obligation of a jobber to fill a specialty order which he has accepted is absolute, but always with due regard to conditions that ought to enter into the case.

The buyer's capacity for taking care of the given order; the state of his credit at the time; whether there is a fair jobbing profit in shipping the order at the moment, and so on. The jobber is absolutely right in considering these things and the specialty house ought to see that and admit it.

E. J. B.

CORRESPONDENCE.

Shredded Cocoanut Machines.

Frederick, Md., Nov. 23, 1914.

To the Editor.

Dear Sir:—Please publish the names of several firms selling machines for shredding cocoanut.

Thanking you in advance, I am,

Yours very truly,

F. V. STAUB.

Thomas Mills & Bro., 1301 N. Eighth street, Philadelphia, have a hand-power machine at \$16 and a power machine at \$140, shredding 800 cocoanuts per hour.

George Endriss, 700 N. Third street, Philadelphia, has a grater at \$7.50 which has six disks for grinding or shredding various things, such as cocoanut, peanuts, almonds, etc.

The Grocers Cyclopedia.

Calumet, Mich., Nov. 16, 1914.

To the Editor.

Dear Sir:—Have the kindness to let me know where and how I could get

hold of the firm that hands out the "Grocers' Encyclopedia." The "Modern Merchant and Grocery World" is the best I've ever seen, but I'd like to have a big guide hanging around handy to grab in a pinch.

Yours truly,

GEO. MISHCIA.

"The Grocers' Encyclopedia" is published by Artemus Ward, 50 Union Square, New York.

Makers of Counters, Etc.

Summit Hill, Pa., Nov. 20, 1914.

To the Editor.

Dear Sir:—Can you advise me the names of firms who sell grocery counters and store fixtures? Advise through your columns.

Yours truly,

W. D. KELLAR.

W. G. Sherer, Seventeenth and Clark streets, Chicago, and Walker Bin Co., Penn Yan, N. Y.

Commission Merchants.

Itley, Pa., Nov. 18, 1914.

To the Editor.

Dear Sir:—Could you give me the name of some reliable commission man or retailer in Pittsburg or Philadelphia who handles cabbage and potatoes in carlots or smaller quantities, also butter and eggs.

Yours truly,

R. J. WILCOX.

For cabbage and potatoes, Edward Roberts, 220 Dock street.

For butter and eggs, John Jamison, Water and Market streets, both Philadelphia.



Ever Noticed This?

YOU may have noted that what advertising we do for **Wheatena**—it is nothing like as much as some other cereals do—is in peculiarly high class magazines.

That is because the people who buy and continuously use **Wheatena** are peculiarly high class. If you sell **Wheatena** you have noticed that in your own business. It's a good kind of people to sell.

Wheatena is the hearts of selected wheat.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

5

¶ As between two brands of grape juice, one Welch's, and the other Jackson's, say, which latter nobody ever heard of, is there the slightest doubt that Welch's is easier to sell?

¶ Doesn't that pretty well settle the whole advertised goods problem?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino
Products"

Boots Shoes Findings

Rubber Sole Footwear Greatly in Favor. Important Recent Improvements.

Apropos of the article, "Selecting the Rubbers Stock—Cheap Lines No Account," which appeared in this department recently, a prominent New England manufacturer writes the "Modern Merchant and Grocery World" as follows:—

I am glad to know that you have taken the initiative, and made some remarks on the rubber sole situation. During the spring and summer of 1915 there will be a great deal of rubber sole footwear worn. There have been so many rubber soles on the market which have cracked and proven unsatisfactory in numerous ways, that the shoe dealer and general store merchant carrying shoes should be thoroughly advised as to what he is up against.

Bearing on these few observations, Chester C. Burnham, an expert on such matters, says that with a curtailed supply and a largely increased demand for heavy leather, such as would ordinarily be cut into soles, the market has steadily advanced until even poor sole leather is quite prohibitive in price for certain grades of shoes. The low-grade sole leather does not wear well and does not satisfy the customer as it should; and consequently the shoe manufacturing and retailing lines have turned to rubber soles, because they are a logical and a satisfactory substitute for sole leather. For years rubber sole shoes, now popular sellers and growing more so every season, have been produced which had limited wearing qualities. They had a number of faults too common and un-

satisfactory to permit of their ever attaining a high state of favor with the public. Rubber sole shoes were stocked and sold by merchants because they could be featured for outing wear and other special purposes.

Sole leather of an average quality is quite likely to be filled with epsom salts and various other plumping ingredients, and in actual wear the sole absorbs water readily, and will not stand hard usage or long wear without showing it quickly. A shoe manufacturer of National repute says that the soles, such as are ordinarily put on shoes retailing at \$4.50 or \$5, do not wear more than ten weeks in continued service, and many of them do not last as long as that, depending on the particular pair of soles used for the test. It is believed, however, there are many retailers and shoe manufacturers who will unite in the verdict that three months' wear is as much as can be reasonably expected of the average leather sole to-day. The average rubber sole will not give anywhere near this amount of service; and many of them will not last six weeks before they will crack, split or tear away at the stitches.

New Spring Sample Lines Ready for Trade. Modifications Announced.

No radical changes in shoe styles for next spring are evident in the advance styles, of which the sample lines are now about ready for the trade. The new offerings will, generally speaking, be modifications of types now in vogue.

In women's boots the long vamp with receding toe, which has been so popular for the past two seasons, is again displayed; also the short vamp with narrow toe, known as the stage last, will be tried out experimentally. So far it has created no great enthusiasm on the part of dealers. Heels will be higher, and of the Louis type. The better grades will be buttoned, with laces confined to standard patterns, walking and outing or sporting types. Patent or shiny leather will be liberally used for vamps, while both kid and cloth,

in a variety of cloths, will be used for quarterings or tops.

The demand for boots will be considerably heavier than last spring, as compared with low cuts, because of the strong tendency toward ankle-length

skirts. Colonials will continue in popularity as a medium grade seller. With pumps and Oxfords, as with high-topped footwear, combinations of materials will be seen and high, Louis and Cuban heels will be the vogue. The

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Grow.—Makes little difference whether you gain a few pounds a year in weight, if it comes naturally.

Real growth is mental growth. Mind is the master. If we don't grow up we grow down. Mid course is safe enough in a boat, but it brings you nowhere in business.

Learning is thrust upon us every day, but do we learn for keeps?

A couple weeks ago we talked in this column about jealousy—about it being the result of fear and tried to show how effectually it crippled your advance and necessarily your earning power.

If that article caused you to think, if it hit your case, and hit it hard, so hard that you said to yourself that night, "I'm one of the men, but with heaven's help I'll cure it," if you said this you're growing.

To have a valuable fact demonstrated that would manifestly fit into your life and improve it and then turn around and ignore that fact, is surely placing you on the backward list.

You young men clerks are now at the age when you simply must take the growing stand or be beaten in the race by the fellows who do take it.

The editorial and the general information that are at your disposal in this paper are veritable means of growth of exceedingly vast importance.

Every bit of business information that you can daily glean from men and women and that you put to use is growth.

Every time you see or hear goods described or graded give particular attention to the subject, because that is growing.

Every time you know that a line of canned goods is to be cut, ask the boss if he won't explain for you their different characteristics. In other words why he selected certain peas or corn or tomatoes from others.

That is splendid growth.

Because to fit yourself for a better job means daily, hourly growth in the present job. Just bear that in mind.

The Almighty starts us all right. He gives us unlimited capacities, but how disgracefully we abuse them sometimes.

Get the *growth* habit, boys, its very interesting, very profitable and will become quite natural after a little practice. It will make you broader and wiser. It will improve your manners and your conversation and will of necessity make you more welcome in society.



Breakfast Sweets

Nothing nicer these crisp, cold mornings than hot cakes or warm bread with a fine table syrup. Syrups is one of our specialties. We call attention to two great favorites

CHALLENGE TABLE SYRUP

This is a clear, bright color, smooth flavor, good body and has proved a great seller, always giving satisfaction.

ROYAL TABLE SYRUP

This is an old-time favorite, not quite as light as the Challenge brand, but a clear, golden color, good body and delicious flavor. Write for quotations.

WE CARRY A FULL LINE OF FANCY AND STAPLE GROCERIES



KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA

of skirts during the past year is responsible for a great deal of the present demand for novelty footwear. In large cities this is more pronounced than in the smaller towns, though the latter are not far behind in declaring their preferences for the most modish styles and smart models.

Men, like women, are wearing lighter footwear, and color combinations are winning considerable favor, but only in the populous centers. Elsewhere the standard shoe is holding its own, and which no great change is being wrought in the lasts. There is a tendency to get away from the narrow toe, medium broad, and slightly receding toe is becoming more popular. Dull calf and patents are the leading leathers. Bohemian tans are also popular. Ballet slippers predominate, but the sale of oxford shoes is increasing. Over-gaiters have come into strong favor again this season. Tipless toes are also being worn to some extent. Dark shades in tans will be the thing for low cuts next spring and summer. For comfort and walking ease the new army marching shoe, in heavy black kid skin, is proving a strong seller.

Dry Goods Notions Knit Wear

Serges, Gabardines and Poplins Good Sellers.

Serges of all descriptions, gabardines and piece-dyed goods generally are plentiful and have been selling better than anything else since the opening of the season. Broadcloths, thought to be scarce in the grades around \$1 a yard and less, are in fair stock, only the high-priced kinds being reported as hard to get and figures have been advanced on these goods several times. Some merchants buying on broadcloths when it was thought there would be famine has resulted in a surplus. In dress goods each serge, gabardines and poplins seem to be the unanimous choice of buyers—jobbers and retailers—from all parts of the compass.

More Snap in Retailing but Buying Conservative.

Colder weather has stimulated the business of retail merchants in a marked degree during the past week. This will help to move out underwear and hosiery of the heavier descriptions, start up trade on blankets and set many lines of woolen goods to moving over the counters. Trade development in both the primary and secondary markets held back by credit conditions, as is referred to in this department at various times in the past few weeks; and this in a greater degree than is commonly admitted. There are manufacturers and wholesalers ready to accept orders from merchants just as soon as overdue balances are made or assured.



Karo Moves Quickly From Your Shelves

You'll find **KARO** listed on a majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. **KARO** is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find **KARO** the most profitable syrup you can handle. Display the well known **KARO** cans where your customer can see them—you'll find it pays.

Besides its many other uses, **KARO** (Crystal White) is widely used for home preserving. It will pay you to speak of this to your customers, because **KARO** pays you more profit than sugar.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Cut down your sugar bills by using part **KARO** instead of all sugar in your general cooking—you will effect a material saving and at the same time improve the quality of your cooking. Write Corn Food Products Company for a cook book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



ADVERTISED

The reputation of **Borden's Milks**, and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants*. We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands**, whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure**.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ances can be given that unusual financial accommodations will not be required. These conditions, advices are improving.

A lack of confidence has been a cause for hesitation in buying quite as much as any other factor. This is shown best in the houses where sales would gladly be accepted on memorandum; but even when merchants were assured that the sellers were willing to take the risks buyers have been disinclined to add to their obligations. Unless it is for holiday goods for early shipments, the tendency is to hold off purchasing any quantity until after the first of the year.

Hardware Tools Specialties

Short on "Made in Germany" Goods.

A New York hardware firm, whose reputation has been in the process of building for fully 50 years, and in the time has acquired a standing second to none in the country, said to the "Modern Merchant and Grocery World" last week, apropos of the European war: "On many of our lines American goods have always been handled, and therefore there is no reason to feel any uneasiness; but on certain kinds of merchandise, of German origin exclusively, and on which we have spent years of time and a bunch of money working up an establishing a splendid trade, we are flying signals of distress. Our supply is absolutely cut off, and it is too late in the game for us to attempt substituting something else of domestic make. Our competitors have pre-empted the market with the home goods and would be ruinous for the firm to even attempt meeting sales with other than the original stuff. Yes, we have very small stock, but it does not figure the season's demand from the trade. We do not wish our European brethren any hard luck, but we can and say things in the quiet of our office, hoping, of course, the infernal mix will come to some kind of an end—that—well, never mind the big, big I was about to use, for it won't do any good."

Roller-Bearing Lawn Mowers.

Ball bearing lawn mowers are much talked of, but whether they are a better than the ordinary shaft bearing machines is an open question, according to a manufacturer whose product is known far and wide. In speaking of this to the "Modern Merchant and Grocery World," he said: "There is a call for a ball bearing blade cylinder mower, but we are satisfied, after careful investigation, coupled with our practical experience as manufacturers covering many years, that the plain shaft is the best. Ball bearing cylinder

have objections which are obvious. If you will take it apart and examine the bearings channel, the balls having pin point contact, you will find that but a few of them are actually in commission. Friction wears the surface of the balls unequally. This is brought about in various ways, such as dirt getting in or by the injection of too much oil. Gumming up follows. This means a number of the balls become clogged up and cease to revolve, and presenting but one side to the revolving shaft are soon worn flat at the point of contact. New balls may be substituted, but this is considerable trouble; in the meantime the machine when used runs hard and becomes a burdensome work to the operator.

"Instead of using ball bearings we have fitted up our mowers with roller bearings in the journal, but only when the dealer so specifies. We are firmly convinced that the plain shaft bearings are the best and that ball bearings are more of a fancy—a fad, if you please—than a real improvement. The rollers are much superior for bearings than balls, as the points of contact are the entire length of the roller and not pin points. This means the friction is distributed evenly and there is far less danger—in fact, impossible, it may be

said—of surface abrasion. We consider this a decided improvement in connection with up-to-date lawn mowers."

Influence of Live Wire Wholesalers.

Speaking of the new Federal Reserve Banks and their conjectured competition with the established financial institutions, the "Public Ledger" says:—

In reality the banks feared a loss through a new competitor, but they know already that it isn't going to hurt them. That's been the rule in every direction. I believe I once quoted Wallace D. Simmons, head of the world's biggest hardware concern, to the effect that when he moved from St. Louis to Philadelphia he expected to build up a big business here, but at the same time make business for all other wide-awake hardware men in Philadelphia. That's what has occurred. The dispenser of "Keen Cutters," who is as keen as any blade he sells, knew that trade makes trade.

The Quaker City hardware trade, wholesale, freely and cordially acknowledge this to be a fact. The Simmons Co., with its progressive, broad policies, has in reality proven a blessing in disguise. The trade admit much has happened in the last couple of years to prove this assertion.

The Grocery Markets

Tea.

The tea market shows no change and comparatively light demand. The holiday interfered somewhat with business, as it always does. Prices show no change worth noting, and there is no important change in sight.

Coffee.

The coffee market is still unchanged and quiet, with conditions more in buyer's favor than in seller's. All grades of Rio and Santos coffees are unchanged on last week's basis; demand quiet. Milds show no change for the week. Java is also unchanged and quiet, but there is some little disposition on the part of holders to advance Mocha slightly.

Sugar.

Sugar is unchanged from a week ago. Raws are a very small fraction higher, and seem to show a firmer undertone. Refined is unchanged on the basis of 5.10 cents for granulated, though practically all refiners will sell at 5 cents. No immediate change seems in sight. The consumptive demand for sugar is fair.

Fish.

Mackerel is unchanged for the week, with the market, particularly for Norways, still uncertain and unsettled. The demand is light. Irish mackerel about unchanged and quiet. Salmon of all grades remain unchanged and quiet. Domestic sardines unchanged and fair-

ly active; imported sardines scarce and firm. Cod, hake and haddock steady and unchanged.

Syrup and Molasses.

Glucose is unchanged and dull, as are compound and sugar syrup, although compound syrup is in better demand than sugar syrup. New molasses has advanced about 3 cents per gallon from the lowest point reached since the opening.

Butter.

The butter market is active, with a good consumptive demand at prevailing prices. The quality of butter arriving is fully up to the standard, but the make is short. The market is in a healthy condition, and we do not look for any great change from the present prices. All grades are in short supply, and meet with ready sale on arrival.

Eggs.

New-laid eggs continue to be very scarce and meet with ready sale on arrival at the top market quotations. Western eggs and storage eggs are only in moderate demand and have to be sold at prices ranging considerably below the price of the best stock. We are not likely to have any increase in the supply for about a month. In the meantime, we do not look for much change in prices.

Cheese.

The market on all grades of cheese remains unchanged, with only a fair

National Selling Service

National Biscuit Company advertising renders a high-class selling service. It promotes repeat business for every grocer who carries National Biscuit Company goods. It is a steady producer of results.

Successful grocers are always ready to take advantage of new goods introduced by National Biscuit Company. They know that the quality of the goods is beyond question and that they will be widely advertised.



SNAPAROONS—our newest product—are now on the market. Order a stock of SNAPAROONS now. They have a rich cocoanut flavor and retail at 10c a package.

NATIONAL BISCUIT COMPANY

Dickinson's Package POP CORN

For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.



Snow Ball is the favorite brand of Rice Corn. One-pound package. Retail at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. It pops!



Santa Claus brand is a ten-ounce package. Retail at 5 cents. The same nice quality as packed under *Snow Ball*. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated recipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of GLOBE shelled rice pop corn in bags, and GLOBE ear rice corn in fibre boxes and in barrels.



STOLLWERCK

Gold Brand Cocoa

Pleases Your Customers and Increases Your Cocoa Business

STOLLWERCK'S GOLD BRAND COCOA is the highest grade Dutch process cocoa on the market, and the *Dutch process produces cocoa* of the finest flavor and easiest to digest.

Think of those two points! First, its *flavor* will *please* your customers; second, Stollwerck's will *not disagree* with them—they can drink as much as they wish.

Not only will STOLLWERCK'S GOLD BRAND COCOA sell readily because of our extensive advertising, and *keep selling* because of its fine flavor and quality, but it will also help you sell STOLLWERCK'S MILK CHOCOLATE, and STOLLWERCK'S PLAIN CHOCOLATE, and STOLLWERCK'S GOLD BRAND COOKING CHOCOLATE—all high-grade, profitable, customer-pleasing goods. It will pay you to push the sale of our entire line—pay you in increased sales and profits and pleased customers.

Write us for FREE cutout of can of GOLD BRAND COCOA.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO

WHAT TO TELL CUSTOMERS

"STOLLWERCK'S COCOA won't disagree with you because it's made by the original Dutch process which brings out the flavor and makes cocoa perfectly digestible."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

consumptive demand, which is characteristic of the season. Cheese is now slightly lower than a year and stocks are about the same. We not look for any change until the last of the year and we then a better consumptive demand and market is likely to advance a little.

Provisions.

Everything in the smoked meat remains steady, with unchanged price and a seasonable demand. Pure lard firm, with a good demand, but we not look for any change in prices in the next week. Compound is with an increased demand, at about a cent advance over a week ago. Cured pork, canned meats and dried are all steady, with a light demand and unchanged prices.

Canned Goods.

There is practically no change in little demand for tomatoes. Corn peas are still in moderate request with no advance or decline in price. The general pack of Baltimore is it without feature and only in seasonable demand. York State No. 10 are still offering at very low figures but not many orders are being received.

Beans and Peas.

Pea beans are quite active, with sharp advance, as noted last week. the possibility of still higher prices the season advances. Marrows and kidneys are also higher and very Green and Scotch and split peas are constantly advancing, with demand and stocks light.

Dried Fruits.

In dried fruits there is very business done in anything. There is change in the market, except as prunes, which are higher on the coast.

Hoof and Mouth Disease Will Affect Meat.

Government Supplies Meat Dealers With Useful Information to Give Customers in Order to Prevent Possible Curtailment of Demand for Meat

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

November 27, 1911.

According to the specialists of the Department of Agriculture, people even in States quarantined for the foot-and-mouth disease have no fear of eating meat, provided they cook it thoroughly. The foot-and-mouth disease is not easily communicated to human beings through food, although milk from a diseased cow might transmit the disease to a human being. In the case of milk, however, pasteurization will render it entirely safe. Human beings who do get the disease commonly get it from direct contact with a sick animal.

wisest, therefore, for people to keep away from all animals having the disease, unless they are properly provided with rubber gloves, coats and boots, and these are thoroughly disinfected after each visit to the animals.

In the case of meat, as in the case of milk, it must be remembered that all herds which actually show the disease are quarantined, and neither milk nor meat from the sick animals can be sold. Sixty per cent. of the meat used in this country is produced in the nearly 900 Federally inspected slaughtering and packing establishments located in 240 cities. In these establishments no animal is slaughtered until it has passed an ante-mortem inspection and also a most rigid post-mortem inspection by a veterinarian at time of slaughter. After slaughter its meat cannot leave the establishment until it has been carefully examined and stamped "U. S. Inspected and Passed." In all these establishments no animal showing any symptoms whatever of foot-and-mouth disease is allowed to go to slaughter and no meat which, on post-mortem inspection, shows any suspicious symptoms of this complaint can be shipped out of the establishment. All meat suspected of coming from an animal suffering with this complaint is sent, under Government seal, to the tanks to be rendered into fertilizer. The Federal inspection stamp on meat, therefore, means that it is entirely safe.

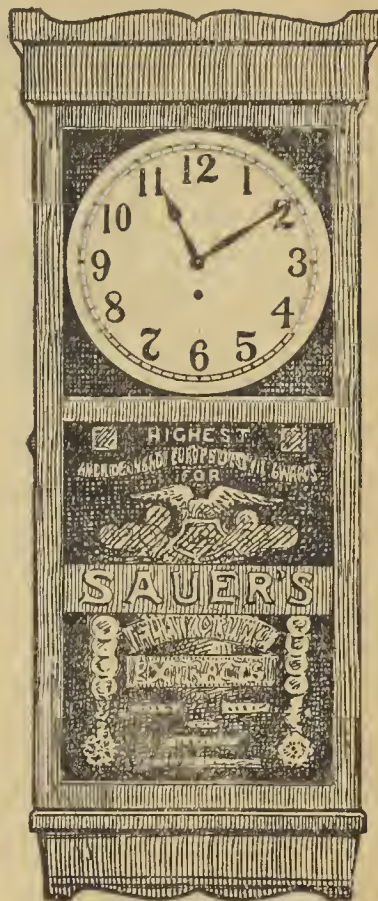
The Federal Government, however, has no jurisdiction over local slaughter houses which do not ship meat outside of the State in which it is slaughtered. If, however, meat from such an animal did escape from one of these local slaughter houses, which are purely under State or municipal control, all danger of its communicating the disease to human beings would be removed when it is thoroughly cooked and sterilized. Those who are located near an infected region and wish to be absolutely certain of the safety of their meat should cook it thoroughly.

The disease when contracted by adults is not at all a serious illness. It commonly takes the form of slight fever, sores in the mouth and a slight eruption on the fingers. In the case of small or sickly children, it may take a more serious form, especially if complicated by other illnesses.

HOLT.



THIS HANDSOME Mahogany Clock FREE WITH SAUER'S Flavoring Extracts



We will give FREE of cost this handsome mahogany clock, a useful as well as ornamental display for your store, with

Five gross 10c. Extracts, at \$10.80, or its equivalent in 25c. goods, with one complete Window Display, FREE; one 2-foot Thermometer, FREE; 50 Postal Cards for name of customers, to be redeemed at 5c. each in trade on a bottle of Extracts, FREE.

FREIGHT ALLOWED FROM FACTORY

Take advantage of this offer and get your customers started on the fastest selling extracts manufactured.

The C. F. Sauer Company

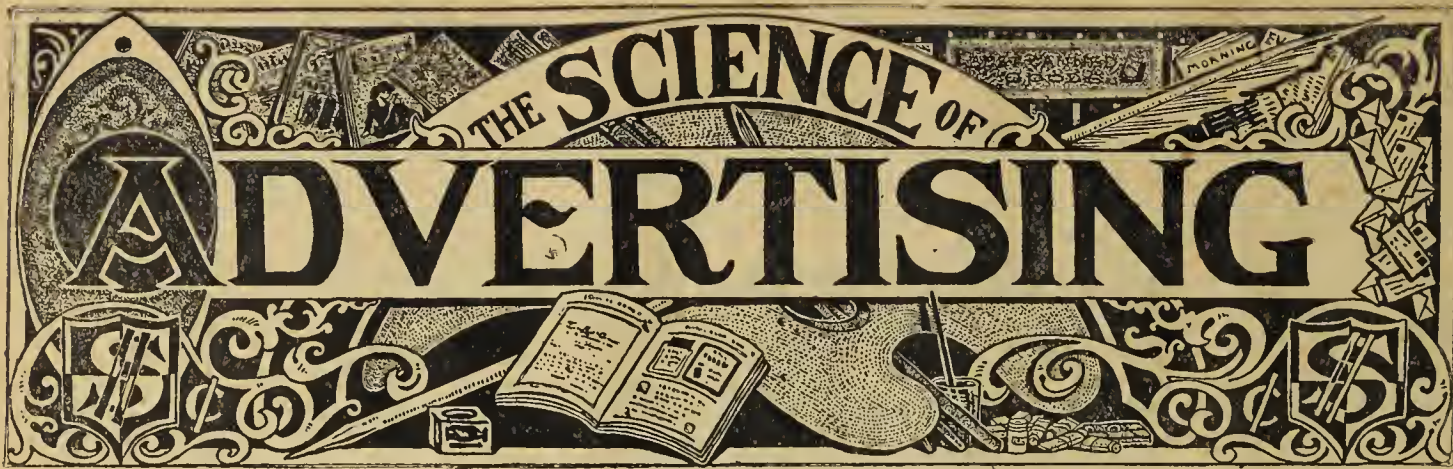
RICHMOND, VA.



WHAT TO TELL CUSTOMERS

"We sell SAUER'S FLAVORING EXTRACTS because they are the highest grade pure food products—you'll find the strength and flavor superior to all others."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Dover, Del., Nov. 16, 1914.
Editor "Science of Advertising."

Dear Sir:—Inclosed find one of our circulars which we distribute every week. We ask you to criticise this ad. and offer any suggestions to improve it.

Thanking you, we remain,
Yours truly,
DRESSNER GROCERY CO.

The circular inclosed was quite well printed on good white paper, 8½ x 12½ inches. Here is its reproduction:—

line and half a dozen lines of introduction. "Why It Will Pay You to Buy of Us for Cash" would be a good heading, and the half dozen lines of introduction might tell why and then point for confirmation to the offerings below. If this plan of display were followed, this circular would be completely transformed, for beginning with "Brooms" and below, it is well put together, so far as the type arrangement goes. Above "Brooms" it is a mere hodge podge of

gether with all other matter, such as telephone connections, should invariably go at the bottom of an advertisement, and putting it at the top puts the cart before the horse, and by sacrificing the chance of a strong headline, actually, I believe, reduces the chance of getting results. So much for the typographical part of this circular.

Of course, there is very little here but a price list. Outside of one article, lard, not a word of argument has been used for anything advertised here. Mr. Dressner seems to be chiefly relying on price, which as an advertising proposition, he will probably come to see in time, is a mistake. When the main thing that you have to offer customers is low price, you are under the constant strain of having to offer more and more of the same all the time; of

not only having to outdo your competitor, but also having to outdo yourself. It is a wretched situation to have people buy of you only because they think you are cheaper than other people. No ordinary merchant can possibly hold the pace for long. More than that, the minute somebody cuts under you, your whole argument is gone. If I were a retail merchant I should not rest until I had put myself in a position where I could offer something which was not duplicated at every other store in my town. It might be special brands and qualities of goods, or it might be service. With the average merchant, it could never be price, because there is no royal road to cheap buying or to reduction of store expenses. He is a very foolish merchant, I think, who attempts to persuade the public that he always or even usually sells cheaper than other stores. Unless he is a very large buyer and an unusual merchant, this cannot possibly be true, and he will find the public exceedingly exacting in such matters.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

DRESSNER GROCERY Co.

Dover, Del. * Camden, Del.

Telephone Connections==Prompt Delivery==Ring Us Up

For the sake of your own pocketbook read this circular over carefully. These are the days when economy is necessary. The women of to-day realize it and that is the reason they are hunting for bargains as never before

Buy For CASH and SAVE MONEY---Stop Paying OTHER People's DEBTS

| | | | |
|--|---|--------------------------------|----------------|
| A GREAT CUT IN THE HIGH COST OF LIVING | | | |
| BROOMS | Double Splint Special Bargain for this week | Regular price 30c | EACH 18c |
| SUGAR | Franklin Mills, Granulated | | Per lb. 5 1-2c |
| LARD | White Flake Cooking Lard | Guaranteed Sweet and Wholesome | Per lb. 11c |
| BUTTER | Woodlawn Creamery One lb. Prints. Special this week | | Per lb. 35c |
| CHEESE | Full Cream New York State | | Per lb. 19c |

| 25 Cent Combination Order | | SAVE 20 PER CENT. ON THESE STAPLE ARTICLES | | Provisions | |
|--------------------------------------|------------|--|---------|---|------------|
| 1 box Argo Starch | 5c | Campbells Soups 3 cans | 25c | Side Meat | per lb 16c |
| 1 bottle Vanilla, | 5c | Campbells Beans 3 | 25c | Pickled Pork | - - 16c |
| 1 box Baking powder, | 5c | Mothers Oats 3 lor | 25c | Picnic Hams | - - 15c |
| 1 bag Salt, | 5c | Quaker Oats 3 | 25c | Harts best Hams | - - 19c |
| 1 package Corn Starch, | 5c | Hotel Astor Rice 3 | 25c | Harts ball Sausage | - - 18c |
| 1 bar Soap, | 5c | VanCamps Milk 3 | 25c | Harts link Sausage | - - 18c |
| 1 box Matches, | 5c | Old Dutch Cleanser 3 | 25c | Harts Bologna | - - 18c |
| | | Gold Dust 6 | 25c | Harts Frankfurters | - - 18c |
| Value, | 35c | StarNaptha Powder 6 | 25c | Pickled pigs feet cooked and ready to eat | 10c |
| | | Tomatoes, new pack 3 | 25c | | |
| | | Corn, new pack 3 | 25c | | |
| Flour | | Soaps | | Lemons | |
| Lewis Star 12lb bag | 38c | Swift's Pride 7 cakes | 25c | Good Medium 1 doz | 06c |
| Lewis Best - - | 40c | Octagon 2 - | 09c | Fancy Large 1 - | 12c |
| Howell's Fancy - - | 40c | Fels Naptha 2 - | 09c | Florida Oranges 1 - | 25c |
| Gold Medal - - | 45c | P & G Naptha 2 - | 09c | Grape Fruit 6 for | 25c |
| Gold Dollars - - | 45c | Ivory Soap 2 - | 09c | Grapes 2 lb | 25c |
| Ceresota - - | 48c | Sunny Monday 2 - | 09c | Bananas large and fat | 15c |
| Pillsburys Best - - | 45c | Toilet Soaps 2 - | 09c | New mixed Nuts | 20c |
| MATCHES Regular 5c Parlor Box | Per Box 3c | MACKERAL New, Fat, Norway Fish | Each 5c | TOILET PAPER 3 Large Rolls | 10c |

DRESSNER'S

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

The worst part of this circular is the heading. I should cut out everything above "Brooms," and use a strong head-

mismatched boldface lines, many of which ought to go at the bottom. The name and address of an advertiser, to-

The Toy Famine Is Broken!

In the last three weeks our houses have received several thousand cases of Imported Toys, Dolls and other Holiday Goods which left Europe after the war started. Other lots are arriving daily.

These reinforcements have enabled us to restore many Holiday items dropped from our November catalogue, and to make our line strong in the very goods in which the market shortage has been most acute.

The pages of our December catalogue, now in the mails, show how complete our Holiday selection is in practically every department of both imported and domestic Holiday Goods.

No customer of Butler Brothers need contract his Holiday profits through inability to get a proper selection and an ample supply.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



One Reason I'm Glad I'm Poor.

D'ye know, when I get to thinking it over sometimes, I'm glad I ain't got any money put by, and that I live in a rented house, and that all I have is what I make, which same is spent as soon as I make it, and believe me sometimes before I make it.

Know why I feel that way? Because if I had something I might some time go crazy and put it in somebody else's name.

Gee whiz, of all the blamed fool tricks I think that's the worst. Why it's simply selling yourself out as a slave, that's all it is. "Oh, I know she'll do the right thing" or "he'll do the right thing." That's what everybody says when they put what they have in somebody else's name. But suppose they don't do the right thing, what then? You're in one hen of a box, ain't you? Take it from me, getting back stuff you've put in somebody else's name is a job that makes unscrambling a scrambled egg look like a cinch.

I know a fellow up State that put everything he had in his sister's name last March. He ain't married and he and his old maid sister live together over the store. He's lived quiet all his life and he had quite some stuff to turn. He had the store building and three little houses, and the business—it ran up into about \$14,000.

I've never been wise to the reason he put all this stuff in somebody else's name. A fellow told me he was sick and thought he was going to die and he wanted her to have it because he didn't like the idea of what he had getting into the courts. I believe he got stung once in a lawsuit and ever since that he thinks courts are places where they skin you alive and then rub salt on you.

Anyway, he did it—did it good and hard.

Up to that time sister was a good

quiet little girl. She hadn't a cent except what she got from him. He supported her for keeping house for him and of course she had to go along. They tell me she never even tried to do anything else.

And for a while after the stuff was turned over to her she didn't, either. But a little later it began to work and she started to wake up to the fact that she was it.

Why the poor simp even had the bank account put in her name. She had to sign all the checks—wouldn't that make you sick at your stomach?

It seems he got over what ailed him again and the doctor told him that he ought to live for forty years yet. But when he asked sister to come back with the stuff, sister got deaf in both ears. She got a lawyer and he told her she oughtn't to do it unless he'd give her half of it outright. She'd stayed by him and helped earn it, is what the lawyer said, and she ought to stand up for her rights.

Can you beat it?

Understand, she hadn't come to this all at once. She'd been feeling her oats quite a bit—even got up on her hind legs (by the way, my wife says I oughtn't to come right out and say "legs," I ought to say "limbs." Oh Clarence!) she got up on her hind limbs and wouldn't sign some of the checks!

Say, wouldn't that have made you wild? Me, I'd have smacked little sister somewhere and smacked her hard. Wouldn't sign checks on my money, eh! Get down here across my knee! Bing!

Now that's where the thing stands now. Real home-like and comfortable, ain't it, to go home to a sister like that? For of course they're still living together—neither of 'em can get away.

But here's the worst of it—he wants to get married! Between you and me, that's what's eating sister. She sees an end coming to her little cinch. Chance is she'd have to go to work, or else be hired

girl in what she's been thinking was her own house. You can blame sister for sitting up nights and thinking hard.

He can't get married the way things are, for his sister can beat him right out of everything. A mix-up it a — of a mix-up?

I told him he ought to get a lawyer himself. He wouldn't go near a lawyer again if he had to sell his shirt!

"Oh, fuss!" I said, "all lawyers ain't got horns. She's got a lawyer and you'll have to too before you get out of this. You take my advice and go down the first thing tomorrow morning and hire the best man you can get."

He said he wouldn't do any more thing, but I'll bet he will in the end. What he ought to do is to start cutting sister's fingers off. By the time she had three of 'em off I'll bet she'll give back the stuff. Maybe she'll only have to cut one off.

When you "ain't got nothing" you can't put it in anybody else's name, that's a cinch.

THE STROLLER

Pennsylvania Organization Notes.

The Johnstown association is very active and is taking up the evils one at a time and correcting them.

The Allentown association is making a determined effort to stop retailing by wholesalers. One large concern refuses to co-operate.

The awards in the Ad-writing Contest on the subject of Ivins' Purity-Guarantee will appear in the issue of December 7, 1914

earnest effort will be made to have his concern get in line. Meetings of the association are well attended and the interest in association work is gaining ground.

The Pittsburg association has engaged counsel to prepare a bill regulating the giving of trading stamps and will present it to the next Legislature for action.

The Sharpsburg association held a well attended meeting on November 19th.

The Allentown association has added nineteen new members since the fall rally. This organization will be a success.

Merchants of St. Clair believe in home buying, hence their indignant protest at their Borough Council buying city supplies outside the borough without first giving the merchants an opportunity to compete.

One of the best association bulletins in the State is issued by the Pottsville association calling the members' attention to the regular meetings and advising the members of things done and to be accomplished.

The Titusville association is very much alive and is taking keen interest in the Pennsylvania Plan.

Merchants of Carnegie met for organization on November 19th. Messrs. Durbin, Bell, Wolf and a number of other members of the Pittsburg association had charge of the meeting.

Ralph E. Wood has been appointed secretary of the New Brighton association. A membership campaign has just been started that, it is hoped, will result in the membership being doubled.

Lock Haven is arranging for its big banquet in January. Secretary Elliott has a big association on his hands but is receiving loyal support.

The organizer spent November 16th and 17th with the Bradford business men, holding meetings on the evening of each day. The meeting on the 16th was for grocers only. The attendance was good and trade evils were discussed and remedies suggested. On the evening of the 17th we held an open meet-

ing for all business men. The attendance was good and the meeting was full of enthusiasm. Arrangements were made for forward work. Luncheon was served at the conclusion of the business session.

Bradford is a splendid business town and its merchants are alive, wide-awake business men. Secretary Dobie is one of the best secretaries in the State and is always on the firing line.

The Pittsburg Grocers' Association held an open meeting on November 18th at the Century Building. The room was crowded with grocers. John A. Green, secretary National Association of Retail Grocers, delivered a stirring address. Organizer Smedley also addressed the meeting. Secretaries Wood, of Butler; Spotts, of Tarentum, and Wolf, of Allegheny, also spoke. Mr. Thompson, of the Corn Products Co., also made a brief talk. Lunch was served and a full orchestra added to the pleasure of the evening. President Durbin and Secretary Bell are making a strenuous effort to secure one thousand members before the next convention. The association has passed the 500 mark.

The Latrobe association has been organized about six months, but during that time it has accomplished a lot of things beneficial alike to the merchants and to the public. On November 19th the association gave a luncheon to the merchants, their wives, clerks, etc. Over 300 were in attendance. Music, good talks and a general good fellowship made the evening one long to be remembered.

The organizer addressed the merchants of Rochester, Pa., on November 20th. The attendance was fair, but the interest was splendid. An Executive Committee was appointed to further the work and to arrange for a mass meeting of all merchants.

The Ambridge association had an attendance of 62 at its last meeting.

Mr. Smedley will speak at Orwigsburg on November 30th; Wellsboro, December 3d; Catawissa, December 4th; Washington, December 7th; New Castle, December 8th; Williamsport, December 10th; Williamsport Board of Trade, December 11th.

Cold Weather Specialties:

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



CCLXXXVII.—When You Can Tell Fellow-Members of an Association That a Customer is Slow Pay.

Every retail association in existence either has a credit department or hopes to have one some time. The same can be said of many wholesale organizations. Every association that already has a credit department, or expects to have one, confronts the chance of circulating derogatory reports about some consumer which will lead to a damage suit.

By credit department I mean a department through which reports of consumers' financial standing, promptness in paying bills, etc., are circulated among the members. Where the members act frankly and in good faith, such a credit department can be made to give almost absolute protection against bad debtors.

I have been furnished with the report of a case involving the right of an association, and of a member of an association, to supply for other members, information regarding the financial status of a consumer. The case is typical, and very interesting. It was brought against a physician as a member of a local association of physicians, but the law is of course the same no matter what business the defendant is in.

The plaintiff in the case I am discussing was a former patient of the defendant, who was a member of an association of the physicians of a certain city. These physicians determined to prepare for their own use a list of the names of patients who were slow in making payment for medical services rendered to them. The information was for the benefit of the members only of the Medical Association, and there was no understanding between them that professional services should be refused to those whose names appeared upon the list. The defendant, a woman doctor, was a mem-

ber of this association, and she furnished to the secretary, among other names of persons whom she regarded as able to pay, but who were slow in making payment for services, the name of the plaintiff. The list of names thus reported as slow pay was printed by the association with the number of the physician who furnished the name added. There was nothing upon the face of the publication to indicate its purpose, and no one but a member could understand its meaning. The publication was considered confidential and was confined to members of the association.

The patient whose name was classified among the slow pays in some way found that fact out, and promptly brought suit against the doctor who had certified his name for libel. Of course if the patient in question had not been slow, the statement that he was would have been published libel. But in a civil suit like this, the truth of the charge is always a good defense, and therefore if it could be proven that the patient *was* slow pay, the case would have to fall.

The case was tried and collapsed completely, as any case like it would collapse if the credit department complained against has been conducted properly and within the law. The court held as follows:—

1.—There was no evidence that the plaintiff had been damaged by the report that he was slow pay.

2.—One doctor had a perfect right to certify to the others who were members of his association the fact that a patient with whom he had had dealings was slow pay.

3.—There was no evidence that there was anything malicious about what the doctor did.

4.—The statement that the plaintiff was slow pay was true, as proven by the evidence.

Anybody who is accused of being slow pay, and who knows that he has been, seems very reckless when he goes to law about it, but the world is full of reckless people, and any dead beat who is certified as such is liable at any time to sue the merchant responsible, in the hope that he will pay a small sum rather than go into court. And doubtless many would, though they ought not to, where the case is evidently a straight hold up.

Any association can circulate among its members, with perfect safety and legality, credit information about present or former customers, provided the following requirements are complied with:—

1.—No customer should be cited as slow pay or delinquent if the debt is disputed. Before citing such a customer get judgment against him, and you can then cite him safely.

2.—The financial status of the particular customer, in the list sent to members, should be indicated by some simple cipher, known only to the members. Such as A for first credit, B for fair credit, C for slow pay, D for very slow pay and doubtful, and so on. On no account should the list be so framed as to convey any information to a consumer into whose hands it might fall.

3.—There should not be any arrangement among the members that credit should be refused customers under the C and D classes. That might be considered a conspiracy, and doubtless would be. Such an agreement is surely unnecessary with sensible men, anyway. If a merchant could not make up his mind whether to sell a consumer applying for credit, whose report was given as "D—very slow pay and doubtful," he could hardly be held by an agreement.

Following the above suggestion will not prevent an association of an association member from being sued, but it will prevent the getting of any verdict for damages.

(Copyright, November, 1914, by Elton J. Buckley.)

Question: * * *, Arendtsvi Pa.—As a subscriber to your journal I would like to ask a question. We are selling a good bulk coffee and we want to give premiums with it; for instance, a cask of glassware but instead of packing the prize it we want to write out on slips of pasteboard what the customer will receive for each pound of coffee sold. The glassware will be of different sizes and articles as small dessert dishes, salts and pepper large fruit dishes, arranging prices from 5 cents to 15 cents, give along with each pound of coffee sold. Dare we do it? There will be no blanks with the coffee. Each customer will receive a premium. We intend showing these articles on a table by themselves and selling the coffee from our grocery counter. Will it be lawful for us to do this? For instance, some stranger would come in here and buy a pound and would want to cause trouble. We want to be on the safe side.

Answer.—I see no legal reason why you should not pack in your coffee packages slips of paper calling for a premium, provided the premiums which the slips call for are of about the same value. That is true there is no lottery, because there is no chance—each customer knows what extra value she is going to get. If, however, there is a wide variance in the value of the premiums, then the plan is a lottery, for there is an unknown chance for which a consumer is paying something. The State lottery laws are very seldom enforced, however, and the chance is that you would not be interfered with, even if the latter condition is present.

Question: * * *, Philadelphia Pa.—Please give some information regarding the law passed in 1913 in Pennsylvania by which a person against whom judgment has been gotten can be taken into court and made to tell about his financial affairs.

Answer.—This act is known as the act for the oral examination of debtors. It is an exceedingly valuable law, in my judgment, most however, for the moral effect which the threat to use it usually has. Many a debtor who is really evading execution proof will borrow the

money and pay the debt, rather than be turned inside out in open court.

The act provides that where a creditor has gotten judgment against a debtor, and the sheriff has been unable to find any goods or property belonging to the debtor within the county, the creditor can file a little petition reciting the above facts and stating that in his judgment the debtor has property somewhere which is subject to the judgment. The court issues a subpoena and the debtor is brought into court. You can then ask him all about his property. Has he any real estate or personal property, either in his own name or somebody else's; has he stocks or bonds, or a bank account, or household goods, or anything. And particularly, does anybody owe him money, for you can attach a debt like that in the other man's hands. This kind of an inquisition is not pleasant, and debtors will usually go pretty far to avoid it.

The procedure will of course be known to any lawyer, but I give it here:—

1.—Issue writ. Whether from the court or from a magistrate or justice of the peace, depends on the size of the claim.

2.—Get judgment on the claim.

3.—Issue execution. If you can find nothing belonging to the defendant, and the case is before a magistrate or justice of the peace, get a transcript of the judgment and file it in the office of the Prothonotary, who is clerk of the Common Pleas Court. Issue execution again—this time it will go through the sheriff's office. Let the sheriff make a return of "nulla bona" (no goods) and you can then file your petition, which I have outlined above.

4.—If the case is not in a magistrate's office, or justice of the peace, on account of the size of the claim, the first writ of execution you issue will of course be through the sheriff's office.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."



Sell FRANKLIN CARTON SUGAR Instead of Bothering with Bags

One of our machines can fill 127 CARTONS with FRANKLIN CARTON SUGAR in the time it takes to fill, fold and tie a paper bag. There are 127 more sensible things to do in a grocery store than put up sugar; it's not only a foolish waste of time, even if the boy does it, but besides the cost of the labor you must also take the cost of the bags and the twine and the loss from overweight out of the slender margin of profit.

FRANKLIN CARTON SUGAR is ready to sell when you get it; it's as handy as cans of tomatoes or bottles of pickles. It's a tight, neat, clean, convenient, sanitary package that will please your customers as much as yourself. The CARTON does not burst on the way to a customer's home and let the sugar get over everything in the basket or box, it does not burst or fall over and spill when customers handle it. Women like its cleanliness; they like the sparkling white purity of the sugar. Once you start them buying it, they will always buy it.

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Here's the finest sugar you can possibly buy—FRANKLIN CARTON SUGAR. In the first place, it's absolutely clean, pure sugar and, in the second place, the sanitary CARTON keeps it clean, to the last grain."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

December.

Saturday Evening Post.

Crisco, one page.
Prince Albert Tobacco, half page.
Old Dutch Cleanser, quarter page.
Horlick's Malted Milk, two inches.
Johnston's Chocolates, eighth page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Beech-Nut Tomato Catsup, one page.
Velvet Tobacco, half page.
Eagle Brand Condensed Milk, one page.
Whitman's Chocolates, eighth page.
Three-in-One Oil, quarter page.
Sunshine Biscuits, quarter page.
California Sun Made Raisins.
Bull Durham Tobacco, one page.
Dromedary Dates, half page.
Blue Label Ketchup, eight inches.
Lowney's Chocolates, half page.
Mapleine, two inches.
Texas Pecans, one inch.
Calaraf Figs, one page.
Underwood Deviled Ham, quarter page.
Occident Flour, one page.

Pearson's.

Lucky Strike Tobacco, one page.
Bull Durham Tobacco, one page.

Leslie's Weekly.

Beeman's Chewing Gum, eight inches twice.
Nabisco and Anola Wafers, quarter page.
Puffed Wheat and Rice, half page.
Karo Syrup, half page.
Postum, quarter page.
Tuxedo Tobacco, one page.
Quaker Oats, half page.
Pettijohn's Breakfast Food, six inches.
Gold Medal Flour, one page.

Designer.

Old Dutch Cleanser, one page.
Gold Medal Flour, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Postum, quarter page.
Dromedary Dates, eighth page.
Wear-Ever Aluminum, eighth page.
Crisco, quarter page.
Corn Puffs, half page.
Royal Baking Powder, half page.
Swift Premium Products, quarter page.
Knox Gelatine, sixth page.
Pettijohn's, six inches.
Fairy Soap, one page.

The Woman's Magazine.

Old Dutch Cleanser, one page.
Gold Medal Flour, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.

Blue Label Food Products, eighth page.
Pettijohn's Breakfast Food, six inches.
Postum, quarter page.
Royal Baking Powder, half page.
Corn Puffs, half page.
Knox Gelatine, quarter page.
Wear Ever Aluminum, eighth page.
Dromedary Dates, eighth page.
None Such Mince Meat, four inches.
Swift's Premium Products, quarter page.
Fairy Soap, one page.

Delineator.

Old Dutch Cleanser, one page.
Gold Medal Flour, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Cox Gelatine, quarter page.
Eagle Brand Condensed Milk, quarter page.
Postum, quarter page.
Crisco, quarter page.
None Such Mince Meat, four inches.
Wear Ever Aluminum Cooking Utensils, eighth page.
Pettijohn's, six inches.
Corn Puffs, half page.
Royal Baking Powder, half page.
Knox Gelatine, quarter page.
Swift's Premium Products, quarter page.
Dromedary Dates, eighth page.
Blue Label Ketchup, eighth page.
Fairy Soap, one page.

Pictorial Review.

Cream of Wheat, one page.
Shredded Wheat, quarter page.
Campbell's Soups, half page.
Postum, quarter page.
Eagle Brand Condensed Milk, quarter page.
Pettijohn's Breakfast Food, five inches.
Wool Soap, six inches.
Royal Baking Powder, half page.
Crisco, quarter page.
None Such Mince Meat, four inches.
Heinz Mince Meat, half page.
Corn Puffs, half page.
Sani Flush, eighth page.
Blue Label Ketchup, eighth page.
Dromedary Dates, eighth page.
Knox Gelatine, sixth page.
Old Dutch Cleanser, one page.

Ladies' Home Journal.

Snider's Pork and Beans, one page.
Ivory Soap.
Crisco, quarter page.
California's Sun-Made Raisins, one page.
Cox Gelatine, one page.
Bon Ami, quarter page.

Swift's Premium Products, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Parrot Metal Polish, eighth page.
Minute Tapioca, quarter page.
Pompeian Olive Oil, quarter page.
Corn Puffs, half page.
Dromedary Dates, eighth page.
Old Dutch Cleanser, half page.
Pettijohn's, six inches.
Three-in-One Oil, one inch.
Mapleine, four inches.
Snow Mellow Marshmallow Filling, five inches.
Hornel's Dairy Hams and Bacon, three inches.
Wear Ever Aluminum, eighth page.
Sunshine Biscuits, quarter page.
Horlick's Malted Milk, two inches.
Electro Silicon Polishing Cream, quarter page.
Campbell's Soups, half page.
Knox Gelatine, one page.

McClure's.

Royal Baking Powder, one page.
Baker's Cocoa, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Postum, one page.
Knox Gelatine, half page.
Lucky Strike Tobacco, one page.
Sunshine Biscuit, one page.
White House Coffee, half page.
Listerated Pepsin Gum, one page.
Cream of Wheat, one page.
Old Dutch Cleanser, one page.

The Century Magazine.

Shredded Wheat Biscuit, one page.
Atwood Grapefruit, half page.
White House Teas and Coffees, half page.
Jello, one page.
Ivory Soap, one page.
Baker's Cocoa, one page.

The Outlook.

Royal Baking Powder, one page.
Bon Ami, one page.
Swift's Premium Products, one page.
Postum, one page.

Collier's Weekly.

Mapleine, four inches.
Three-in-One Oil, three inches.
Whip Tobacco, eighth page.
Tuxedo Tobacco, one page.
Quaker Oats, half page.
Prince Albert Tobacco, half page.
Nabisco and Anola Wafers, quarter page.
Velvet Tobacco, one page.
Heinz Mince Meat and Plum Pudding, half page.
White Rock Water, six inches.
Dromedary Dates, four inches.
Mapleine.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Swift's Products, quarter page.
Pettijohn's, five inches.

The Youth's Companion

Campbell's Soups, half page.
Nabisco and Anola Wafers, quarter page.
Royal Baking Powder, quarter page.
Puffed Wheat and Rice, half page.
Baker's Cocoa, four inches twice.
Crisco, quarter page.
Three-in-One Oil, three inches twice.
Heinz Mince Meat, half page.
Quaker Oats, half page.
Gold Medal Flour, half page.
Pettijohn's Breakfast Food, five inches.
White House Coffee, four inches.
Libby's California Fruits, one page.

Everybody's Magazine.

Shredded Wheat, one page.
Postum, one page.

Whitman's Chocolates, half page.
Velvet Tobacco, one page.
Swift's Premium Products, one page.
Three-in-One Oil, quarter page.
Nabisco and Anola Wafers, one page.
Ivory Soap, one page.
Pear's Soap, one page.
Old Dutch Cleanser, one page.

Good Housekeeping.

Welch Grape Juice, one page.
Cox Gelatine, one page.
Pompeian Olive Oil, one page.
Armour's Simon Pure Leaf Lard, one page.
Wesson Cooking Oil, one page.
Old Dutch Cleanser, one page.
Crisco, one page.
Kellogg Toasted Corn Flakes, one page.
Campbell's Soups, one page.
Nabisco and Anola Wafers, one page.
Heinz Mince Meat, one page.
Rumford Baking Powder, one page.
Morton's Salt, one page.
Ridgway's Tea, one page.
Stereo Cubes, half page.
Electro Silicon Polishing Cream, half page.

Kitchen Bouquet, quarter page.
Three-in-One Oil, quarter page.
Kornlet, quarter page.
Porcela Cleanser, quarter page.
Ballard's Whole Wheat Graham Flour, quarter page.
McMonagle & Rogers Real Vanilla, quarter page.
Knox Gelatine, half page.
None Such Mince Meat, half page.
Airline Honey, half page.
Dromedary Dates, half page.
Nesco Granite Enameled Ware, one page.
Wear Ever Aluminum, one page.
Florida Citrus Exchange Oranges, one page.
Ivory Soap, one page.
Libby's Canned California Fruits, one page.
Baker's Cocoa, one page.
Cresca Imported Delicacies, quarter page.

The American Magazine.

Heinz Mince Meat and Plum Pudding, half page.
Atwood Grapefruit, eight inches.
Bon Ami, quarter page.
Ivory Soap, one page.

Potato Quarantine Amended.

The United States Department of Agriculture has made an amendment to the potato quarantine. Hereafter, it is announced, if any foreign potatoes, which have been brought into the United States without fulfilling all requirements of the law, are found included in lots of domestic potatoes, no certificate for inspection for powdery scab will be issued by the Federal authorities. The Secretary of Agriculture has issued an amendment to the rules and regulations of the potato quarantine to this effect. The amendment reads:—

e. No potatoes brought into the United States in violation of any foreign potato quarantine or in violation of any of the regulations governing the importation of potatoes into the United States and no domestic potatoes mingled therewith will be inspected.

The amendment has been made necessary by the fact that small quantities of potatoes have been brought across the Canadian border in violation of the farm potato quarantine.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:— 5½ cases of Hummel Coffee Essence, in good order; will sell for \$2 a case, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are regular 10-cent size and were packed the Southern States.

FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—

Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retail for 5 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.

W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 oz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 20.

I offer the following shoes:— Five pairs ladies' Oxfords, at \$1. These are good stock, but are a little off on style.

Two pairs boys' medium weight shoes, size 1½ and 2, at \$1.

Four pairs ladies' canvas top Oxfords, at 50 cents.

Five pairs men's Oxfords, at \$1.60. These are food stock, sizes 6, 7 and 8. These are way under the original cost.

R. D. NEWELL,
Alba, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling

is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St.,
Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 34.

We have on hand one refrigerator, floor case 6 feet in length, 42 inches high and 25½ inches wide. Top of case is fitted with beveled plateglass. Front and ends are D S A quality glass. Inside of case is fitted with moisture pan and slatted shelf; also two heavy plateglass shelves, supported by brackets.

This refrigerator is practically as good as new. Price \$45, f. o. b. Johnstown.

THE CUPP GROCERY CO.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$10 cash.

I also have for sale one Bartholomew peanut roaster and warmer, equipped with gas burners, on wheels, in first-class condition. Will sell for \$20, cost me \$65. Both f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.

Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents

apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for \$7.50, as I have no use for it.

L. F. HARPER,
Richlandtown, Pa.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for \$2.75 per box, f. o. b. Atlantic City, N. J.

L. A. BACON,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for \$7 cash, f. o. b. Donaldson.

L. T. JONES,
Donaldson, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

John B. McFetridge & Sons

Printers

927 Arch Street

Philadelphia



In every drop of

MAPLEINE

We have put the quality that gives lasting and delightful flavor.

ORDER YOURS FROM

JOHN DEAN, 801 Empire Bldg., Pittsburgh, Pa.

H. H. SIMPSON, 841 Elliott Sq., Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—Cheap, accurate machine to measure cloth in bolt. Suitable for invoicing rolled cloth. Address F. A. Crabtree, Ceres, Va., Route No. 2. 1

WANTED.—To buy a used adding machine. Price must be reasonable. Address Geo. Minschwaner, Trenton, N. J. 26

WANTED.—A second-hand bag rack. Address F. J. Klick, 2226 Holland St., Erie, Pa. 23

WANTED.—A standard late model typewriter. Address W. M. Focht, 157 High St., Pottstown, Pa. 26

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE.—Corner grocery and meat market, established in 1870. Stock at invoice and real estate on terms. This is a cash business and in good shape. I want to retire and go South. Address John Sebastian, 412 W. Eighteenth St., Erie, Pa. 1

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—General store and stock for sale. Established 25 years, \$50,000 to \$60,000 annual business. In center of New Jersey's best farming district. This business can be greatly increased; it is a great opportunity for some one.

I am selling on account of poor health. Address Chas. A. Spaulding, Allentown, N. J. 22

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet; two baths, three toilets, hardwood floors, gas and electricity. Also bungalow, with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$600. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—One balancing scale in good condition. Will sell for \$8. Will pay freight charges. Address Fred. J. Klick, 2226 Holland St., Erie, Pa. 26

FOR SALE.—One Minnick wooden paper baler, never been used. Cost \$17.50, will sell for \$10. Makes bales of about 60 pounds. Address P. J. Leary, 37 Fayette St., Conshohocken, Pa. 23

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost \$30. Also one rotary beef cutter, with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 23

FOR SALE OR EXCHANGE.—One 14-syrup Lippincott fountain, one carbonator (water power), with water motor, two fans, two marble slabs and

sink complete; outfit cost new over \$2,000; will sell outright or exchange. Also one 10-syrup fountain, with rocker and everything complete. Make offer. Address Atco Stores Co., Atco, Ga. 26

MISCELLANEOUS.

FOR SALE.—Fancy hand-picked Fallwaler apples; will keep till spring. Should like to get in communication with some retail trade. Can ship any quantity, from a barrel up and the same day order is received. Address A. S. Anthony, Mauch Chunk, Pa. 26

FOR SALE.—Six mahogany tables, as used in restaurant; also electric fixtures, cheap. Address A. F. Bickley & Son, 520 N. Second St., Philadelphia. 26

FOR SALE.—Holly and holly wreaths. Can fill orders for above in any amount. Address Luther G. Welch, Bridgeville, Del. 24

AUTOMOBILES

FOR SALE.—One five-passenger Rambler touring car. This car has been well taken care of and is in good condition, with top, windshield, tool box, extra tires, tubes, etc. Would make excellent delivery car, as it has a large, roomy body. Will sell cheap, as we are about buying a new car. Address J. W. Kraft, 620 E. Chester Ave., Lancaster, Pa. 26

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

SITUATION WANTED

WANTED.—Manager and buyer of general retail store, now doing an annual business of \$150,000, desires to make a change after January 1, 1915. Fifteen years experience as successful buyer and manager of general stores, with best of reference as to ability, etc. Reason for wanting to make a change fully explained. Address W. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

GIVE YOUR TRANSIENT

cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

Indexed Coupon Books

Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there's a reason. All sizes—inexpensive—F. O. B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

J. P. FORBES, Forbes Building, Coshocton, Ohio



Do You Know

of any truly successful store which does *not* use Electric Light?

❑ Electric Store Lighting is not only good lighting, but it is *good advertising*.

❑ The Electric Lighting System for your store need not be expensive—in fact, if you use the new Mazda lamps equipped with proper reflectors, you will have a very economical installation. We will be glad to plan your lighting system without charge or obligation.

The
Philadelphia Electric
Company

Tenth and Chestnut Streets

Your Customers' Appetites

When things taste best, we all eat most. Bread made with

FLEISCHMANN'S YEAST

has that wholesome wheat flavor and tends to make us eat more of everything the grocer sells. Boost your sales by pushing Fleischmann's Yeast.

THE FLEISCHMANN CO.

Modern Merchant

AND

Grocery World

Circulates in every
State of the Union
and Canada.

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Award of Prizes in the Ad-writing Contest on Ivins' Purity Guarantee

¶ The prizes for the best advertisements are awarded as follows:—

First Prize, \$20, to THOMAS KERR, Baltimore, Md.

Second “ \$10, to A. T. SMITH, Lambertville, N. J.

Third “ \$ 5, MEREDITH STAUB, Frederick, Md.

¶ The eight advertisements displayed on the opposite page are considered worthy of honorable mention.

FIRST PRIZE

The Law Exceeded

Weighed in accordance with the rigid “Ivins' Purity Guaranteed” standard, even the law itself is found wanting.

Read, madam, read this astonishing narrative of purity.

Ivins' Purity Guaranteed cakes contain no lard-compound, though the law does not forbid its use.

—and not cottonseed oil, yet it is within the law to use it.

—and no imitation honey, though its use is without objection before the law.

—and no imitation chocolate, even though its use is warranted by law.

—and no frozen or desiccated eggs, though the law forbids them not.

Perfect beyond the law's sternest and most exacting requirements are your favorite

**Ivins' “Purity Guaranteed”
Cakes and Crackers**

Submitted by Thomas Kerr
2103 Hilton Street, Baltimore, Md.

SECOND PRIZE

When the Cook Is Sick

A customer told us his wife was sick and could not do her baking. “Have you any good cakes?” he asked. We had. We showed him Ivins' and let him sample them. Then we showed him

IVINS' PURITY GUARANTEE

“My!” said he, “that's some guarantee. I never fancied ‘store’ cakes much, but this surprises me.” And he ordered some dainty crackers for the sick wife and some substantial cakes for the three kids at home.

The wife has since recovered her health, but she is still buying Ivins' Cakes in preference to baking her own, because she believes in

THE PURITY GUARANTEE because she knows there is no hidden ill or mysterious sickness in Ivins' goods, and because it's easier to buy than to bake.

Ivins' Cakes and Crackers are delicious, moderate in price and

THE PURITY GUARANTEE protects you absolutely as to quality.

Let us include some samples in your next order.

FORD & BURK
Grocers

Submitted by A. T. Smith
Lambertville, N. J.

THIRD PRIZE

\$10,000 Reward

To the person proving that we use lard-compound, cotton-seed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors, or any harmful or unwholesome ingredient in our bread and crackers.

And a further reward of

\$10,000

To the person proving that we use other than selected, candled shell eggs.

We do this to assure you that you know what you are eating when you eat our products.

J. S. IVINS' SON,
Incorporated
Philadelphia, Pa.

Submitted by Meredith Staub
Market and 4th Sts., Frederick, Md.

What Does a Guarantee Mean?

With some it is merely "a scrap of paper"—a jumble of words. But when it applies to the

Crackers and Cakes

MADE BY

J. S. Ivins' Son, Inc.
(PHILADELPHIA)

it means goods entirely free from anything that a good housewife would not use. Such as frozen eggs, cottonseed oil, adulterated chocolate, artificial coloring (made sometimes with coal tar), imitation honey, benzoate of soda and many other things that are to say the least "not nice."

Come to our store and obtain samples. This will be the most convincing argument.

Beech & Waltman

Submitted by L. E. Douglas
66 Taylor Street, Newark, N. J.

Within the Law

That is sufficient for the ordinary manufacturer or dealer. But when you buy Cakes and Crackers made by J. S. Ivins' Son, Inc., you are buying

Extraordinary

goods. Not only unadulterated and non-poisonous, but absolutely free from all imitations of any kind, in coloring matter, preservatives or shortening. This is assured by their celebrated

Purity Guarantee

Ask for Ivins' Cakes and Crackers and insist upon getting them. They are as good as anything mother ever baked.

You must buy cakes and crackers; why not buy the *Best*? Why not buy the *Purest*?

You can always get them fresh and crisp at your grocer's.

Submitted by Lily Dougherty
Gettysburg Dept. Store
Gettysburg, Pa.

Golden Brown Nuggets of Baked Dough

DIRECT FROM THE

Ivins' Ovens

Attractive to the eye.

Agreeable to the taste.

Of unquestioned purity.

Nourishing the system.

Better Than Need Be by Law

The owners of the Ivins' ovens are not content to offer cakes and crackers that will meet the law's requirements. Every ingredient is the best obtainable and every process of manufacture is under expert supervision. Call at our store for samples.

E. & A. KUDER

Submitted by F. M. Root
78 Peabody Place, Newark, N. J.

What Do You Know About the Cakes and Crackers You Eat From Day to Day?

Did you ever hear of

J. S. IVINS' SON

and their guaranteed products?

You are familiar with the the Pure Food Laws. So are **Ivins**, but they go a little further.

They guarantee their products to be free from lard compound, cottonseed oil, adulterated chocolate, desiccated eggs, benzoate of soda, alum, artificial color or anything else harmful or unwholesome

The next time you want **Pure Food**, specify **Ivins**, and know what you are eating.

Submitted by John J. Lewis
Turks Head Inn, West Chester, Pa.

Eleven Indictments

Have been found in Trenton, N. J., against dealers on charge of conspiracy in selling "inedible" eggs according to a Government report of Nov. 16. "Inedible"; not fit to eat. Do you like to think that Crackers and Cakes can be found that contain not only these, but many other ingredients that are to say the least, "not nice", and most of such eggs are sold to bakers.

The Crackers and Cakes made by

J. S. IVINS' SON, Inc.
Philadelphia

contain absolutely only the choicest ingredients—not a particle of adulteration. No coal-tar coloring, benzoate of soda, alum, imitation honey or other undesirable article. Call at our store for samples. Then you will become a permanent consumer.

THOMAS CARLYLE

Submitted by R. A. Dix
Room 55, 90 W. Broadway, N. Y.

Do You Use Any of These in Your Baking?

Lard Compound
Cottonseed Oil
Adulterated Chocolate
Imitation Honey
Desiccated or Frozen Eggs
Preservatives
Benzoate of Soda
Alum
Artificial Coloring

Do you know that when you buy Pure Food Products, guaranteed *within the meaning of the laws*, that you may sample some of these materials against your will. If you do not use them yourself, nor approve of them, you agree with Ivins.

Therefore, insist on Ivins' products.

Here is our Guarantee:

(GUARANTEE)

Submitted by Fred. Jaep
Care of John Jamison

Mrs. Housewife

your daily grind can be greatly lessened by using

Ivins' Purity Cakes

Constant endeavor have made our cakes better every year.

No other baker has more good reasons to have your confidence.

We want you to feel that we are worthy of your patronage, and submit for your consideration the following

POINTS OF SUPERIORITY

No lard-compound, cotton-seed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum or artificial colors are used in the bakery.

ACTUAL TEST

has proven that Ivins' customers come back for more.

Submitted by K. Hopkins
1427 N. 13th Street, Philadelphia, Pa.

SAFETY FIRST

¶ In the present days of disaster the foremost in everybody's mind is safety first, but do we ever stop to consider the welfare of our stomachs when it comes to the safety of our health?

¶ Ivins' Purity Guarantee in cakes and crackers will protect your health because they contain all the pure food elements necessary in making good cookies.

¶ Ivins' purity is absolute because they use nothing but the very best butter and eggs obtainable, which has given them a reputation and fame not to be surpassed.

¶ You remember those cookies mother used to bake and how we hung around 'till she would give us a handful? My how they were relished.

IVINS' CAKES

will bring back that same desire we used to have when we were boys. Don't forget Ivins' pure food guarantee.

Sold by discriminately particular dealers everywhere

Submitted by W. C. McCullough
Shippensburg, Pa.

New War Tax Law Will Affect Pretty Nearly All Business People

Dealers in Toilet Articles, Chewing Gum and Tobacco, Will Pay Tax Either Through Stamps or Fixed Yearly Fee. List of Direct Taxes Imposed on Various Occupations and Stamp Taxes on Various Documents. Stocks on Hand Must be Stamped Before Being Sold.

The new war tax law, which went into effect last Tuesday, December 1st, although it is not absolutely in force everywhere even yet because of the Government's failure to supply sufficient stamps, imposes the following direct taxes, and no others:—

Bankers, \$1 on each \$1,000 capital used.
Brokers (stock, bond, etc.), \$30.
Pawnbrokers, \$50.
Commercial or merchandise broker, \$20.
Custom House broker, \$10.
Theatres, \$25 to \$100, according to seating capacity.
Circuses, \$100.
Public Exhibitions, \$10.
Bowling alleys and billiard rooms, \$5 for each alley or table.
Commission merchants, \$20.
Retail tobacco dealers selling more than \$200 yearly, \$4.80.

Persons other than the above pay their share of the war tax in the shape of stamps to be attached to various articles and papers, as follows:—

Perfumery, cosmetics, essence, extract, toilet water, vaseline, petrolatum, hair oil, pomade, hair dressing, hair restorative, hair dye, tooth wash, dentrifice, tooth paste, aromatic cachous or any similar substance or article, $\frac{1}{8}$ cent stamp if bottle does not exceed 5 cents; 2-8 cent stamp where value does not exceed 10 cents; $\frac{3}{8}$ cent stamp where value does not exceed 15 cents; $\frac{5}{8}$ cent stamp where value does not exceed 25 cents.

Chewing gum, 4-cent stamp for each box, carton, jar or other package containing chewing gum not exceeding \$1 in value; 4-cent stamp for each additional dollar in value or fraction thereof.

Retailers with stocks of these articles on hand must buy the stamps and put them on. All the "values" mentioned above mean retail values.

The main use for the stamps, however, will be for documents of various kinds. Following is the official list:—

1. Bonds, debentures or certificates of indebtedness of any association, company or corporation, on each \$100 of face value or fraction thereof, 5 cents.

2. On each original issue of certificates of stock, whether on organization or reorganization, on each \$100 of face value or fraction thereof, 5 cents.

On all sales, agreements to sell, memoranda of sales, deliveries or transfers of shares or certificates of stock of any association or corporation, on each \$100 of face value or fraction thereof, 2 cents.

3. Upon each sale, agreement to sell, or agreement of sale of any products or merchandise at any exchange or board of trade, for future delivery, for each \$100 in value of said sale, 1 cent.

And for each \$100 or fractional part thereof in excess of \$100, 1 cent.

4. Promissory notes (except bank notes issued for circulation), and for each renewal of same, for a sum not exceeding \$100, 2 cents.

And for each additional \$100 or fractional part thereof, in excess of \$100, 2 cents.

5. Bills of lading, manifests, etc., issued by express companies, or public carriers, etc., where a charge exceeding 5 cents is made, a stamp to each of the value of 1 cent.

6. Bond, indemnifying, etc. (except those required in legal proceedings), not otherwise provided for, 50 cents.

7. Certificates of profit or certificates of memorandum showing interest in the property or accumulations of any association, company or corporation, and all transfers thereof, on each \$100 of face value or fraction thereof, 2 cents.

8. Certificates of damage, or otherwise, and all other certificates or documents issued by port warden or marine surveyor, 25 cents.

9. Certificates of any description required by law, not otherwise specified, 10 cents.

10. Contract, broker's note or memorandum of sale of goods or merchandise, stock, bonds, exchange, notes of hand, real estate or property of any kind, issued by brokers, etc., for each note or memorandum of sale not otherwise provided for, 10 cents.

11. Conveyance—deed, instrument or writing conveying lands, tenements or other realty, etc., value over \$100 and not exceeding \$500, 50 cents.

For each additional \$500 or fraction thereof, 50 cents.

12. Entry of goods, wares and merchandise in custom house, not exceeding \$100 in value, 25 cents.

Exceeding \$100 and not exceeding \$500, 50 cents.

Exceeding \$500 in value, \$1.

13. Entry for withdrawal of goods or merchandise from customs bonded warehouse, 50 cents.

14. Insurance, marine, inland and fire or lightning (except purely co-operative or mutual), on each policy or renewal, on amount of premium charged on each \$1 or fractional part, $\frac{1}{2}$ cent.

15. Insurance, casualty, fidelity and guarantee, on each policy, on each \$1 or fractional part thereof of premium charged, $\frac{1}{2}$ cent.

16. Passage ticket, for each passenger, sold in the United States for passage by any vessel to a foreign port or place, cost not exceeding \$30, \$1.

More than \$30 and not exceeding \$60, \$3.

More than \$60, \$5.

Cost not exceeding \$10 exempt.

17. Power of attorney or proxy for voting at an election for officers of any incorporated company or association, except religious, charitable, literary societies or public cemeteries, \$10 cents.

18. Power of attorney to sell or convey real estate or to rent or lease the same, to collect or receive rent, to sell or transfer stock, bonds, etc., 25 cents.

(Papers used in the collection of pension, back pay or bounty claims or claims for property lost in military or naval service are exempt.)

19. Protest: Upon the protest of every note, bill of exchange, accept-

ance, check or draft, or any marine protest, 25 cents.

20. Telegraph and telephone messages: Every person, firm or corporation operating any telephone lines or lines is required to make, within 30 days after the expiration of each month, a sworn statement to the collector of the number of messages or conversations transmitted over their lines during preceding months for which a charge of 15 cents or more was imposed, and for each of such messages or conversations a tax shall be paid of 1 cent.

21. Every seat sold in a palace or parlor car and every berth sold in a sleeping car to be paid by the company selling the same, 1 cent.

It is made illegal to utter, that is to pass to another person, any of the above documents which do not bear their proper stamp.

Contributor Sharply Scores Habit of Deducting Unearned Discounts.

Gives Some of the Arguments That Come From Retailers Who do This. All Fallacious and Unfair. What Cash Discounts Mean Figured by Year.

The abuse of the cash discount is a subject that has been extensively handled by pen, and largely dilated upon by the tongue, for the last decade or score of years, in an effort to correct, if possible, but seemingly without result, the abuse to which the cash discount has been and is still being put by arbitrary and unscrupulous business people. The practice of unduly claiming the discount, when not earned, is apparently on the increase instead of on the wane; and aside from its provoking and unbusinesslike feature, it not only is costly to the seller, but is as unfair and wilfully exacting as it is unjust and morally wrong, and without any semblance of reason or vindication.

A halt, therefore, should be called by the honest business community in every section of this country, as the misapplication of the cash discount is not confined to any one or particular locality. The custom or habit, whatever word one cares to substitute, seems to prevail in every quarter.

It is a notorious fact that cases are common in which customers take the liberty of discounting bills in ten, fifteen and twenty days after the date in which they are privileged to do so; and there are others also more bold and with less conscience, who, despite the terms to the contrary, will flagrantly assert their right to the deduction in thirty, forty, fifty, yes, even in sixty days

from date of the invoice. This assertion might appear exaggerated, but its veracity is supported by facts and evidence. And, to cap the climax, if the remittance is declined on the ground of such a settlement and returned to the sender, calling his attention to what is presumed is an error of inadvertence, and setting forth to him with as much emphasis as business courtesy will dictate that the terms are "thirty days net, or 1 per cent. for cash, strictly in ten days from date of invoice," and not as he interpreted them—that he is not entitled to the discount, six times out of ten cases the check is remailed to the seller with a subterfuge in extenuation of his despotic settlement, reading like this:—

No. 1. "We always claim the cash discount ten days from receipt of goods."

Now this customer knows better. He knows that if he wishes to avail himself of the discount he must pay the bill in ten days from its date, whether or not the goods have been received. The fact that he takes the discount around the maturity period defeats the very object for which the cash discount was established, as will be explained further.

Other flimsy pleas often called into play for making the discount deduction are:—

No. 2. "We have taken the discount because we did not receive your invoice in time to make remittance in the days allowed."

No. 3. "In deference to you and your restrictions in re discount, I claim same by right of custom. Other dealers allow same, and if you care for my business you'll have to fall in line."

There you are, against a veritable Rock of Gibraltar. He dictates the terms.

No. 4. "Your salesman told us we could take our time in making remittance and then take discount."

The salesman being confronted with the charge disclaims all knowledge of having made any such promise as to terms; and as his truthfulness is not to be questioned, one can make his own conclusion as to the tenability of the excuse offered.

No. 5. "Because you overcharged us on certain goods—which we can buy elsewhere at less cost—we felt that we ought to get the cash discount if we made no 'kick.'"

No. 6. "As your goods are now out of season, and therefore unsalable at this time, rather than ask for future dating, we have decided to pay for same now, taking the liberty of deducting the 1 per cent. cash discount."

No. 7. "If you will not permit

the discount to stand tell your salesman never to solicit my trade any more."

Excuses galore of this same attenuated character could be here enumerated. As they are not at all delectable reading to the honest business man, and likewise trying to the eyes—but more trying to the soul to assimilate—let the few mentioned above suffice to show to what extent the cash discount is made to suffer. They give an idea to what extremes some people will resort in order to secure that to which they are not entitled by one jot or tittle. A great many believe, too, that it is theirs by a kind of war-rantable right, on the assumption that cash discount is on the same plane as that of trade discount.

It may be well to submit the following, so that your readers may see what they are losing when they fail to discount their bills:—

½ per cent. cash discount in 30 days means 9 per cent. per annum.

1 per cent. cash discount in 30 days means 18 per cent. per annum.

2 per cent. cash discount in 30 days means 36 per cent. per annum.

3 per cent. cash discount in 30 days means 54 per cent. per annum.

6 per cent. cash discount in 30 days means 108 per cent. per annum.

1 per cent. cash discount in 60 days means 7½ per cent. per annum.

2 per cent. cash discount in 60 days means 14½ per cent. per annum.

A. STEINER.

New Orleans, La.,

November 28, 1914.

Meat Men Fighting Proposed Five Per Cent. Increase in Freights.

Tell Interstate Commerce Commission That it Would Increase Nations Meat Bill \$20,000,000. It Would Cost \$34.70 More to Ship a Car of Meat From Omaha to New York.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 2, 1914.

The American Meat Packers' Association is fighting hard against the proposed 5 per cent. increase in freight rates, on the ground that if granted by the Interstate Commerce Commission it would add

\$20,000,000 to the nation's meat bill. Counsel for the association appeared before the Commission last week and argued that as meat was more largely shipped than any other one commodity, the 5 per cent. increase would get out of meat alone \$20,000,000 of the \$50,000,000 increased revenue which the railroads expected the increase to yield all told. The 5 per cent. increase would mean \$34.70 per car more on meat shipped from Omaha to New York.

The following meat concerns have filed protests against the increase with the Commission:—

Wilmington—Wilmington Provision Co.

Pittsburg—J. M. Denholm Bros., Dunlevy & Bro. Co., Duquesne Packing Co., Fried & Reinman, Henry Lohrey, North Side Packing Co., Rea & Co., John Seiler Co., Pittsburg Provision and Packing Co., William Zoller Co.

Philadelphia—John Bower Co., Louis Burk, B. Ernst Bros., John J. Felin & Co., George Hausmann & Sons, D. B. Martin Co., William Moland's Sons, G. F. Pfund & Son, F. G. Vogt & Sons, Inc.

Jersey City, N. J.—William Bender Co., Brainerd Bros., Halstead & Co.

Newark, N. J.—C. M. Bailey & Co., A. Finke & Sons, Emil Kohn. Paterson, N. J.—D. Fullerton & Co., Henry Muhs Co.

HOLT.

6

¶ When you go into a shoe store to buy a pair of rubber heels, which are you more likely to buy, a brand that you have seen advertised everywhere, or a brand you never heard of?

¶ Practically always the advertised brand, because you feel that it is sure to be good. Apply that to your own business.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

WITH THE EDITOR

False Pride.

We reproduce the following from a recent issue of the Philadelphia "Public Ledger":—

To the Editor of the "Public Ledger."

Sir:—You will please pardon me if I find fault with your heading to my letter in to-day's "Public Ledger" on the increase in fares in its relation to traveling men and those living in the suburbs. You do an injustice to that great body of men who are representatives of the commercial life of the country to-day when you refer to them as "drummers." There is a distinction and a very wide difference between a drummer, who goes from door to door soliciting orders, and the men who represent the millions of capital invested in commercial life, which requires diplomacy, tact and business ability of a high order. "Drumming" is one thing and the direct representation of capital invested is another. The canvasser or drummer pays but little fare on railroads.

WM. R. MOFFATT,
President of the National Confectionery Salesmen's Association.
Philadelphia, Nov. 27, 1914.

This seems just a little like false pride. Something like the idea of the National Canners' Association that canned goods should be called canned *foods*.

Moreover, Mr. Moffatt is wrong in his definition of "drummer." Webster's dictionary defines drummer as "one who solicits; a com-

mercial traveler." According to standard authority, therefore, there is no difference between a salesman and a drummer, but even if there was, what of it? The two have been used interchangeably for years, and both are respectable and everybody knows what they mean. Why fuss?

The retail grocers of New York City, especially those who are organized together in the various associations in Greater New York, are going into politics in order to fight the city's plan of opening municipal markets. The city's idea is that through these markets farmers and truckmen can come into the city and offer their produce directly to consumers. The plan cannot be objected to, as we see it. Certainly a farmer is permitted by law to sell direct to consumers, and certainly if he is honest and fair he can sell produce cheaper and sell it fresher than any retail grocer. There is no use denying that. When we say that the plan cannot be objected to, therefore, we are speaking from the consumer's standpoint wholly. Naturally the

The New York Grocers Political Campaign.

plan will take some business from the dealers, and that is to be regretted, but opposition would be exceedingly unpopular that was founded only on that.

We do not expect the campaign of the New York dealers to succeed, for that reason. They are fighting for their own interest solely. This they have a perfect right to do, but nevertheless their position is purely selfish. It says in effect, "even if the market plan will let the farmer and the consumer get together; even though it will reduce for the consumer the high cost of living, we are against the markets because they take business from us." Is that a good argument? We think not. Not only is it poor, but it is dangerous, for it seems to justify the complaint that the middleman is not needed and can only keep his place by artificial aid.

During the past week a well known manufacturer fell into conversation with a

Cutting Below a Labelled Price.

"Modern Merchant and Grocery World" representative as to some of the retailer's business habits, particularly the habit of cutting prices. One of his

observations was that the average retailer "didn't seem to want a profit," which proved to be apropos of the fact that the whole trade were cutting below the retail price which was marked on his package. He admitted that the margin on his goods was rather small, but contended that it was the retailer's fault. "I protected him," said the manufacturer, "by putting a price on my label which would have netted him a fine profit, but he cut it every time."

How this manufacturer did this is an interesting and somewhat unusual story. The jobbing price of his goods is \$1.50 per dozen or 12½ cents each. The retail selling price which he put on his labels was *twenty-five cents*, which was doubling cost. This is the first time in the writer's recollection, incidentally, that retailers have complained because a manufacturer put too high a retail price on his label.

And certainly this price was too high, and retailers were perfectly justified in cutting below it, as they have done. Whether they have cut too much will always be a matter of opinion, but it would have been positively wrong for them not to cut at all.

Death to the Teller of Hard Luck Stories

One of the best things that could happen to business is to have a law passed forbidding the telling of hard luck stories. Or some individual could be appointed to officially listen to any hard luck stories that anybody felt he must tell, and it could be made unlawful to tell them to anybody else.

Business is suffering to-day from hard luck stories more than anything else.

One day last week a certain large Philadelphia grocer received from a valued customer, whose account was somewhat in arrears, a check payable on January 1st. With it came a letter stating that times were so bad and everything so hopeless, that for the present she could not afford to continue the account, but would make such small purchases

as she had to make of some nearby grocer.

A blue, melancholy, hard times letter.

The retailer who received it did not stop to think that this customer's finances might have become reduced for some reason wholly apart from business conditions in general. She might have lost her money in speculation, or she might be a stock broker's wife, or she might be living beyond her income. In either of these cases, and in many more, the fact that she was hard up would not mean at all that business was.

But as I say, the retailer did not stop to think of this. He had been feeling pretty good before that, but with that bit of strong evidence before him he too indulged in melancholy over the future, and when

his jobber called he passed it on to him.

Nothing is more infectious than gloom. When the jobber left that retailer's store he did not feel so sure as he had, that business was going to be all right. Being sensible, he did not spread the story any, but he did tell his partner and his partner told me.

A law against telling hard luck stories should have been enforced against the retailer's customer first. She should have been compelled to keep her misfortunes to herself. Next, if necessary, against the retailer, who had absolutely no good reason for telling the thing to anybody else. Telling it could do no good, and it actually did harm, because it kept somebody timid and fearful. Business never gets active

as long as people are timid and fearful.

Start a hard luck story-teller out at 8 o'clock in the morning and let him go until night, and if it were possible to photograph his mental exhalations, you could trace him by the broad trail of dark blue he made. And you would also find that every one of his stopping places became a center for other blue trails, which branched out from it in all directions.

My judgment is that the teller of hard luck stories is an unmitigated nuisance and a public enemy.

E. J. B.

Florida oranges are now coming, and the best sell for \$3.50. From that the price drops to \$1.50. The fruit is good, but might be sweeter.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Second-Hand Printing Press.

Palmerton, Pa., Nov. 30, 1914.
To the Editor.

Dear Sir:—Will you kindly tell us where to buy a second-hand printing machine that will print circulars 6 x 9 inches or larger?

Yours truly, J. A. SCHROPE.

R. W. Hartnett Co., 48 N. Sixth Street, Philadelphia, have a new amateur press at \$35 and second-hand machines used by the trade at from \$50 up.

Who Knows This Concern?

Baden, Pa., Nov. 30, 1914.
To the Editor.

Dear Sir:—Will you give me any information you may have in regard to the standing and reliability of the National Mercantile Co., Ltd., Winch Building, Vancouver, B. C.? Am in-quiring specimen copy of loan and home purchasing contract.

Yours truly, A. L. ERWIN.

We have no information about the National Mercantile Company," of Vancouver, B. C., and have not been able to obtain any. The concern is not listed by the mercantile agencies. This correspondent sends a copy of its home-coming contract, which looks about like that of similar schemes that have been devised against.

Has any subscriber had any experience with it?

Notice This Change in Price.

Freehold, N. J., Nov. 27, 1914.
To the Editor.

Dear Sir:—I have sold the peanut roaster and warmer advertised in the Modern Merchant and Grocery World," Offer No. 36, for which I want to thank you very much. Please advertise the Johnson beef cutter just the same, but change the price to \$7 instead of \$10, as I have no use for it.

Thanking you again, I remain,

Yours truly,

A. B. CRAWFORD.

Who Will Employ This Lady?

Steelton, Pa., Nov. 25, 1914.
To the Editor.

Dear Sir:—You were recommended to me to write to for information in regards for a position for work. I have been trying very hard to find a position, either as a demonstrator or, in fact, I would prefer to work for some wholesale house to visit the grocery stores where parties buy their goods from. I think I could give as good satisfaction as a man. I was talking with a groceryman yesterday about it and he gave me your address. I would be very much pleased if you could assist me in this matter.

I will tell you I don't care to have an agency to canvass from house to house. I have done that kind of business quite a good deal, and I do not

like the work. I am a woman 56 years old and settled and mature, so I think with the gift of talking I would be able to fill such a position.

Hoping to hear from you at once, I remain,

Yours truly,

Mrs. J. A. NISLEY,
Steelton, Pa.

A Window Dressing Paper.

Crockett, Texas, Nov. 24, 1914.
To the Editor.

Dear Sir:—Would you kindly give me the address or addresses of a firm or firms, a paper or papers whereby I could secure ideas and cuts in window trimmings for a grocery store?

Yours truly,

DOWNES FOSTER.

"Merchants' Record and Show Window," 431 S. Dearborn street, Chicago, Ill. Monthly publication, at \$2 a year. "Selling and Display," 106 E. Nineteenth street, New York City. Quarterly publication, at \$10 a year.

A Waste Paper Baler.

Allentown, Pa., Nov. 27, 1914.
To the Editor.

Dear Sir:—We would like to buy a paper baler and are at a loss and do not know what make or what the different makes are that are on the market.

Will you kindly give us any suggestion or possibly furnish us with a catalogue of a good baler that is not too expensive?

Thanking you in advance for the information, we are,

Yours truly,

MERKLE & Co.

An extremely good baler is made by the Davenport Mfg. Co., of Davenport, Iowa, who have been asked to send you a catalogue.

Street Cars, Too.

Chicago, Nov. 30, 1914.
To the Editor.

Dear Sir:—We were recently looking through the pages of your publication and noticed the advertisement participated in by a number of manufacturers—ours included—requesting the dealer to sell Nationally advertised products. We note the wording of the advertisement something like this:—

When you sell Nationally advertised products every magazine, every billboard and every city newspaper becomes a salesman for you. Working in and out of season, to bring customers to you. Ever think of that?

Now, one of the best mediums of advertising publicity that we have ever used is the street cars. We have been large users of street car space for the past ten years and have received excellent results from same.

We would suggest and request that in your advertisement, following every city newspaper, you also incorporate "every street car" in the advertisement.

We will appreciate your courtesy in this matter.

Yours truly,

UNITED CEREAL MILLS, LTD.
J. E. Linihan, General Manager.

Who Knows This Company.

Nanticoke, Pa., Nov. 27, 1914.
To the Editor.

Dear Sir:—I have a bond for 50 shares of stock, par value \$100, issued by the United States Banana Co., incorporated under the laws of the State of Maine, capital \$750,000, date of seal 1906, transferred June 18, 1909. Dividends were paid for three years and none since date of transfer. No address given on the bond as to where the company is located or does business. President, Edward B. Barney; secretary, Elisha H. Brewster. Please give their business rating.

Yours truly,

JAMES V. DALY.

We have not been able to get any information about this concern. It is not rated either in Maine or in New York, Chicago or Baltimore, and nobody knows anything about it. The fact that it was incorporated in Maine is some evidence that it was a wildcat company.

Answer to "A Personal Experience With a Cut Price."

New York, Nov. 28, 1914.
To the Editor.

Dear Sir:—I assume that the very human article headed "A Personal Experience with a Cut Price" in your issue of November 23d was written by you, and am glad that it gives us an opportunity to correct a very evident misapprehension of our work.

The American Fair Trade League has never as an organization made an attempt to bring the consumer to a realization of the iniquity and wrong of predatory price cutting. We have realized that practically it would entail individual conversion, and the task would be too gigantic to attempt. The difficulty of making the clear distinction between price cutting as a general proposition and the use of standard goods by price cutting as bait makes personal argument necessary. My experience has caused me to feel that 999 men out of 1,000 can be convinced that we are right if we can talk to them for a half hour, but not one in 1,000 will give the matter

any thought unless we talk to him directly.

Of course, I agree with you that there is an inherent love for the bargain in every human being, which prompts us all to get everything we buy for the best possible price. Really, the most effective line of appeal to the consumer is in the danger from a monopoly in retailing.

With kind regards, I am,

Yours truly,

EDMOND A. WHITTIER,
Secretary American Fair Trade League.

Flavoring Extracts Not War Taxed.

Sheffield, Pa., Dec. 2, 1914.
To the Editor.

Dear Sir:—In the list of items subject to the revenue tax is included extracts. Would you kindly advise whether or not you understand this item to mean flavoring extracts?

Awaiting an early reply and thanking you for this information, we remain,

Yours truly,

C. H. SMITH Co.

No, it does not include flavoring extracts.

How Many of You Have Seen the "Grocery World" Assortment of Cakes and the Guarantee of Sales That Goes With it?

It is not often that a manufacturer is so impressed by a publication that he will name an assortment of his goods after it, but that is what J. S. Ivins' Son, of Philadelphia, have done in connection with this paper.

On another page you will find their advertisement of the "Grocery World" assortment of Ivins' fancy cakes. The assortment consists of six different kinds of cakes, specially priced at \$6.12, with freight prepaid to nearby States, and the sale guaranteed or money refunded.

Ivins' cakes are made from absolutely pure materials and are guaranteed to more than comply with food laws, in that all of their products are free from lard compound, cottonseed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors or any harmful or unwholesome ingredient. They use selected candled eggs only. You will be interested in their advertisement.—Advt.

Dickinson's Package POP CORN

For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.



Snow Ball is the favorite brand of Rice Corn. One-pound package. Retail at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. It pops!



Santa Claus brand is a ten-ounce package. Retail at 5 cents. The same nice quality as packed under *Snow Ball*. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated recipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of GLOBE shelled rice pop corn in bags, and GLOBE ear rice corn in fibre boxes and in barrels.

The New York Letter

Enormous Exports of Food Products to Warring Foreign Countries Especially of Wheat and Flour. Big Clothing Contracts for European Soldiers Come to New York. Protests Over War Tax Enforcement.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Dec. 4, 1914.

The official figures show that enormous exports of foodstuffs are going out of this and other Atlantic ports to the warring European countries. The export business was very large in October and only a little smaller in November; moreover, it is still going on, and it is a great wonder that the markets in this country have not been more directly affected. During the month of November exports of flour to European countries amounted to 1,129,636 barrels, and exports for October, 1,525,418. The wheat exports were also very large in November, but not so large as in October. The figures were for November, 22,847,722, as compared with 29,537,279 bushels in October. When it is remembered that in addition to these exports, wheat and flour are going abroad from the Pacific coast also, the extent of the business we are already doing in these lines, as a result of the war, can be gathered.

Very many protests are pouring into the Internal Revenue Department as a result of the war tax law. A number of them have come from merchandise brokers, whose contract, or memoranda of sale, are taxable to the extent of 10 cents each under the act. Many merchandise brokers are contending that they make very many sales which net them nothing whatever, and others which net them not more than 25 to 50 cents. If it is necessary for them to pay 10 cents on each of these, the business would not be profitable, and would have to be cut out. Very probably there will be a general reorganization of the methods of the brokers in giving memoranda of every sale, large and small.

An interesting announcement during the week was that a war order for 600,000 uniforms and overcoats and calling for about 2,000,000 yards of cloth, has been awarded to Sigmund Eisner, a manufacturer of 103 Fifth avenue, this city. This has already affected the market.

The National Cannery Association and its allied organizations will hold their annual convention and exhibition in New York City February 8 to 13, 1915. Nearly 100 New York hotels have made reservation for this event and have agreed to maintain their regular rate schedule.

The New York office of the J. K. Armsby Co. issued the following statement as to the prune market during the week:—

Prunes are back to a point that under normal conditions, barring war, they should never have been quoted below. The distribution to the consumer has been going on since August. There has been no material reduction in the purchasing powers of the masses in the sections where prunes are consumed during the fall and early winter months, that is to say, in the manufacturing centers.

Merchants who have relied upon the reports that there was no foreign demand and have played the game that prunes were too high have been an element in the holding of the market down, without profit to themselves.

A diminishing export has not meant at any time that there were no prunes going abroad. Second, the crop is less by 130,000,000 pounds than the record crop of 1912; the crop is below the average for the past ten years (that average being 150,000,000 pounds), and we have a steadily increasing per capita prune consumption in the United States. They have been unwilling to admit that the 1914 crop was not as large as the annual consumption of past years in the United States alone. As these facts become better understood it is safe to predict that we will see a considerable advance before the crop of 1914 is cleaned up.

SUMMARIZED MARKET CONDITIONS.

Tea steady to firm, especially Congous and Ceylons. Demand fair.—Coffee dull and draggy.—Raws firm, but quiet.—Sugar quiet and slightly easier. Refined in light demand.—Canned tomatoes quiet and unchanged. Other canned goods likewise.—Dried fruits quiet. Prunes firm and high on 6-cent basis, which is an advance from the lowest point of 1½ cents. All other dried fruits steady and quiet.—Wheat unsettled and with a very large export demand. In spite of this the market is inclined to be easy.—Flour regular. Good business one day, poor the next. The average business rather poor in spite of the heavy foreign demand.—Provisions firm, with a slight advance.

ASSOCIATION NEWS.

National Wholesale Grocers' Association.

The National Wholesale Grocers' Association has sent out to the jobbing trade copies of a resolution adopted at the recent convention regarding the sale of cotton. The main portion of the resolution is as follows:—

Resolved, That the consumption of cotton should be promoted in every economic way, that its usefulness in trade should be increased

to the widest possible range consistent with economy.

Resolved, That its use in the form of wrapping sugar, flour, rice, potatoes, beans, hominy and any and all other commodities should be suggested by this association to the many and various shippers, by this means increasing the home consumption of cotton probably 2,000,000 bales, increasing its usefulness and assisting to restore it to a normal, healthy trade basis.

Further Resolved, That a copy of these resolutions or such part of them as the president may deem necessary should be given to the public press of the United States, to all wholesale grocers in the United States, and to all packers or shippers, and, with a further suggestion that the wholesale grocers, in buying or ordering goods which have been formerly inclosed in other materials, be requested to suggest to the shippers the use of cotton bags when it is possible to do so.

The association has issued notice that its next annual meeting will be in San Francisco, Cal., May 19, 20th and 21st.

AMONG THE TRADE.

The one article, so far as the paper knows, which has absolutely disappeared from the market on account of the war is Bar-le-d. There is none of it to be had anywhere. It is made in France, at the town where it is produced said to have been wiped out.

Florida squash and eggplants coming North regularly and range from \$2 to \$2.50 per crate.

An Example of Unusually Good Fish Advertising

The advertisement below, which occupied an 8-inch double column space in the Johnstown (N. Y.) "Leader Republican," November 11 is considered good enough to reproduce outside of the Science of Advertising Department. The strong point about it is that it is strong suggestive, which all advertising should be:

Fish! Fish! Brooklyn Market

Arrives fresh from the fishermen on Thursday morning, and we have correct equipment for handling it. Try us this week.

| | |
|----------|------------|
| HALIBUT | FLOUNDERS |
| HERRING | CUSK |
| POLLOCK, | PORGIES |
| MACKEREL | STEAK COD |
| TROUT | WHITE FISH |
| EELS | BULL HEADS |

| | |
|--------------------|---------------------------|
| SCALLOPS | CAPE COD OYSTERS in shell |
| CLAMS out of shell | SMOKED FINNAN HADDIE |

TUNA FISH.

A fine white meat, looks and tastes like breast of the chicken or turkey more than anything else. A regular dinner dish may be easily and quickly prepared by emptying from can, garnish with lettuce leaves and slices of lemon. There are dozens of ways to use Tuna fish—and its specially tempting made into Tuna Roast Loaf.

RECIPE.—Break one small loaf of bread into small pieces and soak in hot water till soft, drain off well and season to taste with salt and pepper. Chop six small cold boiled potatoes and season with salt and pepper. Butter a loaf pan, cover the bottom with the soaked bread, then a thin layer of potatoes, then a layer of Tuna picked apart in flakes and seasoned with salt and pepper; continue layers until pan is full, having layer of crumbs on top. Baste ¼ cup melted butter over the top, cover with paper and bake one hour. Serve with any fish sauce or lemon juice.

'Robin Hood brand is a good sized can and sells at 25¢.

J. SPONNOBLE, Jr.,
40-52 W. State St. Johnstown.

Boots—Shoes—Findings

Style in Footwear Not Overlooked.

A tendency is shown more than occasionally to make light of the shoe needs of the small town merchant. Any old style, pattern, finish, etc., is good enough, it is believed, to satisfy them when it comes to placing an order. Staples and standards are within his purview only, and he is not in the market for the latest footwear for either men or women. Shoe manufacturers and road salesmen who have dealings with the general merchant know to the contrary. The day when the country storekeeper in any kind of a progressive community was careless about his shoe stock has passed away.

Selling Strength of a Name in Shoes. Differences of Opinions.

In the course of an informal talk with a well-known shoe manufacturer on fake shoe stores and general merchandising he said: "There are \$2,000,000 worth of shoes sold in this country through false advertising shoe stores. People are easily misled. I find that 75 per cent. of the women do not know what they are buying. If they get a shoe equal to what they have been used to for the price they pay they are satisfied to come back for another pair. In regard to stamping shoes with the manufacturer's name, I believe I am not unselfish when I say I do not think it should be done. All the shoes I make and sell all over the country—and I sell as far west as San Francisco—have my name in. But there are a great many merchants that do not sell advertised shoes. They prefer to sell shoes under their own name.

"A dealer who sells shoes only under his own name," continued the manufacturer, "always controls his own trade, and in that sense he is independent. At the same time much can be said relative to handling Nationally advertised goods with the maker's name attached as a means of identification and a guarantee of good faith to the public. In some cases I put my name and in other instances that of the retailer in the shoes, when it is desired. I am spending thousands of dollars in publicity of one kind and another to push the sale of my shoes, and I therefore contend that I am assisting the merchant, consequently it is no more than fair that my name should go in each pair of shoes. As a matter of fact, my shoes are not known without my name. In certain places the public can buy my shoes with both my name and the retailer's also. My name is sewed inside the top of the lining, and when a dealer wishes his name also used the second name is given the corresponding position in the opposite shoe of each pair. We as well as other manufacturers, stand ready to meet the merchant any way in which he desires to handle our line, just so the public get what they ask for. If a merchant endavors

to mislead his customer he commits a great mistake and imposes on his customer. That is not good merchandising from any and every point of view."

Disposing of "Stickers" in the Shoe Stock. Methods and Needful Accessories.

In the cities the custom of having special sales is an approved method of attracting attention to a store, or else an opportune time for closing out the slow sellers or "stickers" in the shoe stock. Many retailers, anxious to build up their business, resort to frequent bargain sales, believing this is the best form of advertising. An experienced merchant in a smaller town says sales of this kind are wrong in principle; that the essence of good merchandising is to obtain fair prices. It is all very well for city stores to have sacrifice sales, but the general merchant is not called upon to follow their example, excepting for well-defined reasons; and one of these, of course, is to clean up the stock and move out the poor sellers or "stickers," as they are called. A merchant who indulges in bargain sales too frequently either has not bought carefully or judiciously, or else general trade conditions are unfavorable. Customers should not get the bargain habit at the expense of the merchant.

Every shoe store and every shoe department in a general store has "stickers." They are the stickers of net profits. Many merchants have either ignored them until enough have accumulated for regular "clean up," or they have become a serious problem. Neither of these methods can be recommended, says the "Twin City Bulletin," for they mean the tying up of real money. When certain numbers of certain styles do not keep moving, it is a real hardship. The quicker the remedy is applied the sooner will the benefit be felt. The main idea then is to work off this dead stock as soon as possible. The longer they are kept in stock their selling value lessens. As an immediate aid to disposing of these goods, a number of merchants have a table or tables placed in some convenient and prominent location in the store on which several lots of these shoes are spread out. Customers, in passing, are more or less attracted by the display and stop to look over the assortment, usually ending with a purchase or probably an inquiry for a size not found or even a new pair desired. It is a plan many merchants have found very practical in disposing of the slow selling numbers and the "stickers" of all sizes and kinds—at a price, of course.

A manufacturer of shoe accessories has recently brought out a special device for this purpose. It is a revolving stand, with six shelves, on which may be hung 72 pairs of shoes. It occupies but two feet square of space, as against

a table taking up many times that room. Each pair, properly price tagged, can be easily inspected without tumbling over a bunch of others, in which sizes are separated and patterns mislaid, so that in a short time the shoes are a confused mass, which needs straightening out to be presentable. A table is better than keeping such stock in an inextricable mess in a case or even in separate cartons. The revolving fixture is a vast improvement, however, over both, and answers the purpose admirably.

Hardware Tools Specialties

How the Dealer is Assisted in Selling High Grade Tools.

With some improved tools it has been necessary to keep missionaries or instructors in the field to demonstrate their merit and advantages to mechan-

ics. This is regarded as a dealer help of great benefit. Such goods seldom find their way into the hands of the ultimate buyers for which they are intended without an unusual effort. National and trade advertising is an invaluable assistant with this end in view; but in the cultivation of this particular field of distribution one helps the other. On this score the manufacturer of a brand of high-grade tools says: "The difficulty to overcome is the attitude of the average dealer or merchant stocking hardware toward carrying any product for which he feels no demand exists. This is always a serious problem in marketing tools and all technical products.

"It is not always possible for us to go to the hardware man, as can the manufacturer of edge tools, such as planes, saws or chisels, and get this distribution on the strength of consumer advertising. Such tools require no educational work to introduce. There is a continuous and even demand for planes; every householder requires them, as well as many other more technical consumers. But with precision tools it is a different matter. Such tools require a strictly mechanical explanation and introduction; and in the bulk are

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Black Tea.—Many a customer gets away from us because she doesn't know the name of her tea by any other name than "black" tea. Black tea, as you know, may be Oolong, a Ceylon or an English breakfast—Souchong.

Now an Oolong to a North of Ireland woman "tastes like poison," because she has never tasted anything but pure Assam, and there is just as much difference in the flavor of these two teas as there is in the flavor of apricots and peaches, maybe more.

If you are on your job you will sell her the one and let her have a sample of the other. Its the fellows who can size up such customers that get the business.

But this "sizing up" is only a vulgar expression for *thought*. You can't wedge anything into your stock that will begin to count like *thinking* counts.

Many a foolish boss, while in a state of stupid temper over some misdemeanor, has told his man that he was not "paid to think." Its a mighty bad break to make, and I must say that personally I would not care to be an employee of such a man.

But these articles are for clerks and when an apparent criticism of the employer comes in its only incidental.

When you ring up to-morrow morn-

ing, get your store coat on, push your box opener into your hip pocket, sharpen your pencil. What next?

War? No. Dance? No. Girls? No. Racket? No.

If you take your job seriously you will indorse this word "No" every time.

The biggest mistake you can make is to put your brain to rest with the thought that the manager is paid to do all the thinking.

Why, man alive, no man is paid to do all the thinking, not even Woodrow Wilson.

Every part of your work needs daily fresh thought. New displays, shifting of displays, which means a utilization of seasonable store space. Missing customers. Competitors' prices. Remedying for good your own mistakes. Lessons from the mistakes of others. Customers' remarks. Scale testing. Fine points of salesmanship. Advertising methods of your own and other concerns. Listening. Causes of fall and decline of prices. Why, in business a young fellow who really wishes to get up has no earthly show to devote any of his time during business hours to anything but business thought and the splitting rock is the rock of rot.

All this may sound like a long departure from black tea, but if you'll put on your thinking cap you'll find the connection fast enough.

sold to mechanics of various kinds, machinists, etc., who are slow to adopt new tools with which they are not familiar by actual use or demonstration. The dealers said bring the buyers into our store and we will stock your line. This we did by personal missionary work in educating mechanics in different localities to use our tools, and this is how we converted the dealer to carrying our merchandise, and it was effective.

"In our effort to build prestige and create demand for our dealers, it was found we had overlooked a big opportunity to build undying dealer good will. They liked our line and believed in it; they realized it was profitable; that our tools gave satisfaction, but in most cases they had no conception, or were indifferent, to what we were giving them in the way of substantial selling help. This is finally accomplished. Besides we offer a line of non-technical tools, which are used and bought by everybody, and this leads up to and assists naturally in the sale of our higher grade merchandise."

"Playing Up" the Stock for Christmas Sales.

Manufacturers and wholesalers have long before this called upon merchants for their Christmas orders, and doubtless the goods have been shipped and are either in stock or on the shelves. If a dealer has not dressed up his store for the holiday trade it is certainly high time the work was under way. A fine display can always be made of hardware, in whatever form it may come, and one which is always sure to center interest on the part of everybody, women, boys and girls, not to mention the technically trained people who never cease to admire tools of precision and utility in every form. Machines of divers kinds and for various purposes have an appeal of their own, and in making a display for the special Christmas trade their arrangement should be made to yield the best possible results from an exhibition point of view.

Accepting this as having been done, the next step is to make an extra effort to bring in the public. Personal letters, setting forth the lines that make the most acceptable gifts—rarely anything is amiss in a household—is one way and an excellent method of reaching the regular and best-known buyers—those with whom the merchant is intimately or directly acquainted. The general public is most effectively reached through advertisements in the local newspapers. Do not wait until a week before Christmas, but pitch in now and give the "ads." a distinctively Christmassy ring and flavor. Make them chatty and deal with the goods offered in anything but a commonplace or conventional manner. A whole lot of a breezy nature can be infused in these special announcements regarding skates, sleds, tool chests, carving sets, cutlery in general, not forgetting specific mention of razors—safety and open blade—pen knives, scissors, etc. Also call attention to the best assorted stock of clocks, bicycles, dog collars, fishing tackle, guns—sporting and target—ice

cream freezers, lawn mowers, lamps, refrigerators, sewing machines, silver and plated ware, sporting goods, automobile accessories and supplies, and a host of other articles too numerous to mention, to use the country sales bill phrase. Much may be said to induce people to visit the store, providing the merchant has the goods and the gumption and judgment to show them up to the best advantage and expatiate on their "talking points" in a style to create as much enthusiasm in the prospect as he is supposed to possess himself.

Dry Goods Notions Knit Wear

Goods Purchased Kept Up Normal Record.

In a brief talk, Glase, Hall & Boles, wholesalers, said the other day: "Although the dress goods business over the entire country has fallen off with the declines in cotton and the unsettled markets, merchants have had an almost normal fall trade. With some of the large retailers business has been regular in spots. Merchants in Pennsylvania, Delaware, Maryland, New Jersey and Virginia, in particular, have been good buyers. In these States our firm's sales for the three months ending with November exceeds in volume that for the corresponding period last year. The adverse effect of the open season on the trade is more noticeable in strictly industrial centers. Things are looking much brighter and we look for much larger ordering after the first of the year."

Merchants' Stocks Well Under Control.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "As a result of the winterish days last week an influx of mail orders was received on Monday and Tuesday that have given a decidedly improved tone to current shipments. From this, it is evident that merchants have their stocks well under control, and are in position to take on merchandise as they can use it, which is a healthy condition. "The attendance of out-of-town buyers in the market has been considerably larger than during the same week a year ago, which shows a good interest in wholesale offerings. Preparations are made for a large pre-inventory sale this week and the prices that have been named should insure a highly successful clearance of this season's merchandise."

Low Prices Seemingly Not Attractive.

Advices that merchants were only awaiting rock bottom prices on certain lines of merchandise, especially cottons, before placing orders for future delivery, seems to be without foundation in fact. It appears that lower pricing of

goods has not stimulated buying by the smaller retail trade, according to the head of a hosiery jobbing house of prominence. A number of large manufacturers with whom the concern referred to has had satisfactory relations for a number of years, have made voluntary reductions. The house in question said: "We passed part of this reduction along to the retail trade, but the retailer is not taking advantage of it in heavier purchases. I doubt whether if we made a flat 10 per cent. shade it would increase our sales."

Striking Exhibit of Dress Goods and Hosiery.

The advance made in the manufacture of cotton goods, particularly dress goods and hosiery, was illustrated in an exhibition recently made in Burlington, N. C. Exhibits were made by 24 cotton and hosiery mills in that immediate neighborhood. Among the products which attracted special attention were fancy dress ginghams, cotton dress goods, shepherd checks, plaids, crinkled seersuckers, flannels, embroidery, crochet yarns, crepes, crashes, ratines, novelty fabrics with mercerized and silk stripes and hosiery of cotton, lisle and silk in various styles and with a wide range of color. The dress materials were unusually handsome, both in design and colorings.

Notion Counter Essentials.

Despite the disconcerting reports concerning a shortage in foreign made notions, such as hair pins, hooks and eyes

and dress accessories in general, a fair supply seems to have slipped in. Domestic manufacturers have also been busy meeting an insistent demand for their specialties, and prices have remained about normal.

Orders for ribbons are coming in stronger than for some time, especially is this true of merchants in the Middle and Northwest. Dry goods ribbons have been cut sharply in price. Orders for the cheaper taffetas are being taken in the primary market at 1½ cents a ligne, with 2½ per cent. additional off. The millinery outlook is for narrow ribbons up to 20s again for next season, such as grosgrains. Brighter colors are indicated, a demand having arisen for a shade called flame.

Some houses which have heretofore handled European notion lines have replaced them with goods of domestic manufacture. For example, pin cushions, Parisian ivory novelties, otherwise celluloid, knitted slippers, pin cushion forms, fancy trimming and pillow cords, ladies' neckwear, etc., hair ornaments—tango pins, Spanish combs and barrettes.

Substantial quantities of the Kohinoor snap fasteners, manufactured in Austria, have recently been received. Other shipments in equal quantity are now en route and the American houses handling this line say: "Continuous service is again assured and the demand will be met promptly." Jas. F. McCarrar, the Philadelphia representative, has removed his headquarters from 807 to 1011 Chestnut street, where more suitable offices are secured.

The Grocery Markets

Tea.

The tea market is in a fairly healthy condition, speaking particularly of the lower grades, which are being sent for by foreign countries. There is a demand from this source for teas worth from 25 cents, in a large way, downward, but the bulk of the demand is for teas worth between 15 and 20 cents. Teas worth around 13 and 13½ cents are practically exhausted. The better grades are not materially changed for the week and show no particularly active demand. There is a fair business done every day at prices which show no change over last week.

Coffee.

The coffee market is almost absolutely the same as a week ago. Rio and Santos of all grades are in very quiet demand at ruling prices. There seems to be no reason to expect any special improvement either in prices or activity in the near future; certainly not until after the first of the year. Conditions are reported a little better in Brazil, but the situation there still leaves much to be desired. Mild grades are unchanged and also quiet. Java and Mocha quiet at ruling figures.

Sugar.

The sugar market has shown a little easiness during the week and raws have sold at a shade off. Refined sugar is nominally unchanged on the basis of 5.10 cents for granulated, although most of the refiners will sell at 5 cents flat. The cause of the heaviness is the accumulation of raws and the fact that refiners are not falling over themselves to buy. The consumptive demand for refined sugar is fair.

Syrup and Molasses.

Glucose declined 10 points during the week and compound syrup in bulk went off with it. The continued warm weather has interfered with the consumptive demand for sweets a great deal, but there is something doing every day. Sugar syrup is unchanged in price and quiet. Good molasses is firm and shows an advancing tendency, as reported last week. The supply of fine molasses is expected to be not over 40 per cent. of that a year ago. This because they are turning the crop into sugar.

Fish.

The demand for mackerel is very light, and this applies to all grades, in-

ag Norways and Irish. The re-
of Norway fish are ample for
emand; in fact, more than ample.
prices are about unchanged. Cod,
and haddock are quiet, owing to
warm weather, but steady as to
Domestic sardines have moved
st a trifle, probably 5 cents a case;
nd fair. All of the imported
h sardines which will come to this
ry this season are now here. This
fair stock for the curtailed de-
l which has followed the very high
s. There is at present no pros-
of any special decline. Salmon of
rades is unchanged and quiet.

Canned Goods.

lvices have reached this country
ing the week that the supply of
ch canned mushrooms, at least of
year's pack, will be practically nil,
ne industry is dead for the time
f. Prices are very high, hotel
rooms commanding \$18 in a large
Tomatoes have shown no change
ing the week. It is possible to buy
at anybody wants for 65 cents for
yland 3s in a large way, f. o. b.
figures on the 1914 pack are avail-
as yet, but they are expected to
not less than 12,000,000 cases,
h will not represent any surplus
the probable demand. Corn is
steady, with holders not pressing
sale. The demand is fair. The
inquiry for peas is for the lower
es, which are fairly plentiful. Ap-
are still low and depressed; de-
d fair. California canned goods
not selling from first hands and in
nd hands are in the usual season-
demand. Small Eastern staple
ed goods unchanged and dull.

Dried Fruits.

unes are unchanged on last week's
; demand fair. Peaches and apri-
are exactly where they were a week
demand for both very quiet. Rai-
and currants are likewise un-
ged, the large sales for the holi-
season having already been made.
s are about 1/4 cent higher, owing
he prospective scarcity. Figs are
firm and are working up for the
e reason. Citron unchanged and
t.

Beans and Peas.

ea beans are unchanged on last
e's basis. The average price, de-
ed, in a large way, is \$2.75 per
el. Marrows are also firm and
, at a range of \$3.90 to \$4 in a
e way. California limas are show-
an advancing tendency in spite of
largest crop on record. The market
vs a tendency to advance about 10
o points. Green and Scotch peas
very scarce and very high. Scotch
have brought \$2.75 per bushel in a
e way and green about 15 cents less
that.

Butter.

he consumptive demand for butter
ully up to the normal for the sea-
; the quality arriving is fair and
ks in storage are lighter than a year
Prices average about 1 cent below
week ago on the highest grades.
oughout the market appears to be
thy and there would have been no
ine had it not been for heavy re-



Made from Corn

ARGO
Starch

KINGSFORD'S
Corn Starch

KARO
Syrup

And Now **MAZOLA** The Superior
Salad Oil

Pressed from Indian corn and refined. Another pure
corn product which is a money saver for every housewife
and therefore

A MONEY MAKER FOR YOU

Mazola not only makes delicious, appetizing salads and sauces but it is
more wholesome and economical than Butter, Lard or any substitute for
shortening and deep fat frying. It meets every household requirement.

Why not make the most out of your oil trade? You'll sell more Mazola
than you have ever sold of any other oil because everybody likes the taste
and can afford to buy and use it.

*Trial size, glass bottles, 5½ ounces net
weight, also packed in 2-lb. and 8-lb. tins.*

Corn Products Refining Company
NEW YORK



SAY TO CUSTOMERS

"MAZOLA is better than butter or fat for frying because
it can be heated to a high temperature without burning."

**This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants**

ceipts of Danish butter. This butter is coming into this country at present in weekly installments of 1,000 packages of 112 pounds each. The quality is good and it brings as much as the corresponding grade of American butter.

Eggs.

Fresh eggs are very scarce and the market is firm on the present basis of quotations. All receipts of this grade meet with ready sale on arrival. Storage eggs seem to be in large supply, and the market is fairly steady at a decline of 1 cent. The demand is very light.

Cheese.

The market for cheese is firm, with a seasonable consumptive demand, especially with fancy June and September cheese. The market is about ¼ cent higher than a week ago. Stocks are about normal and an increased demand is looked for, but not very much change in price.

Provisions.

All cuts of smoked meats are steady, with prices about the same as last week. There is a seasonable consumptive demand. Pure lard is steady, at a decline of ½ cent, and compound is firm and unchanged. Both are in fair demand. Barreled pork, canned meats and dried beef are all unchanged and in light demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Since our last report hardly any Holland herrings have arrived. The market is practically bare of good stuff, and owing to the scarcity of good Holland herrings, the demand has turned to Scotch herrings, but buyers are taking these goods only in a hand-to-mouth way at prices unchanged from last week. There is a real scarcity of Scotch herrings abroad, and this will make itself felt here when the weather gets cold and seasonable, increasing the demand for Scotch herrings.

Norway herrings continue in good demand. Other connections abroad inform us that there is an enormous demand from Germany and Russia for these herrings, consequently our prices are moving upward.

The sloe herring or milk and roe herring fishing will soon start, but no estimate can be made of its result, as it will entirely depend upon the number of fishermen venturing out to catch these fish, risking their lives and running the risk of being blown up by mines.

There is only a normal demand for Norway mackerel, and buyers are extremely particular in regard to the quality. Prices are practically unchanged. Our agent in Ireland reports shipments of Irish mackerel for the week totalling 2,194 barrels, bringing total shipments to date of 1914 Irish autumn mackerel to 7,319 barrels.

There is the usual anti-holiday demand for imported sardines of all kinds. A few shipments of French ¼ boneless sardines have arrived, but the quantity is so very small it will not tend to relieve the scarcity of these goods. Portuguese sardines are in good demand. Unfortunately, the fishing in Portugal is poor, and yields only such fish which are not suitable for the American market at the present time.

The market for French and Belgian sprats is practically bare, very little to be had and no further supplies are in sight from Belgium, and no further supplies may be had from France until the fishing starts again, about the end

of the year. Our packers abroad write that they are unwilling to book orders at last year's prices, and they are asking an advance of about 10 per cent. more, and will take orders only subject to being able to pack the goods.

STROHMEYER & ARPE Co.
New York.

Standard Canned Goods.

Optimism appears to be the order of the day amongst the tomato canners. Efforts to buy the goods in larger quantities this week at a shade under the going prices were not successful, and the fact that the offers for them have not been withdrawn show that the buyers have abundant faith in the outlook for a firmer, if not a higher, market during the winter and spring months. The underlying strength to the market is based largely upon the easier conditions prevailing in the money market. Canned tomatoes are again accepted as collateral for loans at the bank, a thing that was next to impossible last month, especially in the case of the small country canners. That class of canners, was, however, pretty well squeezed out of their holdings during October and in the first half of this month, so that they are no longer a menace to the market.

There was a lighter business done here last week in tomatoes, which is nearly always the case when a holiday occurs in the middle of the week, though there were opportunities to take on some good-sized orders had the can-

ners been more in the selling humor. That the market is gradually returning to normal conditions is the belief of those canners who are best informed on the subject, and that feeling appears to be spreading amongst the jobbers, as is evidenced by the wide scattering of the shipments in the last two weeks. Good brands of tomatoes purchased at to-day's prices are not at all likely to cause the buyer any regrets.

For the general line of vegetables the orders were small this week. There were no developments of special interest in any of them. The low prices for sweet potatoes attracted some orders for them, and the increased firmness in green and wax string beans drew attention to those items. Spinach is finding some friends at the low price. Outside of those articles there was only the small every day buying of assorted lots to piece out broken stocks. The recent increase in the inquiries for corn indicates some activity in it by and by.

Pears continue to be the best seller in canned fruits, and pie peaches are the next best. There are some good trades in pears, especially those in heavy syrup, to be picked up at an attractive price. The canners in this section have not packed their usual quantity of apples this season, which may have some influence on the market prices for them later on. Small orders for berries and cherries are the rule these days. All berries in No. 10 cans, except blackberries, have been sold out.

Cove oysters are being sold on the basis of the minimum cost of the raw

stock in warm weather, and a sudden spell of freezing weather would stir up the market prices without much notice. They are worth attention now.

THOS. J. MEEHAN & CO.

Baltimore, Md.

Beans.

The trade at large seems to make up the present high level of beans, have consistently fooled themselves to believing that a break was due. In condition of mind we believe is due to a lack of understanding regarding actual conditions. We have gathered some figures and have added some that may prove interesting, and are pleased to submit the same for your perusal.

The Secretary of State for Michigan gives in his report November 1st the following figures on the 1914 crop: Acres, 414,035; total yield in bushels, 4,669,514; average yield per acre, 11.63 bushels. In 1913 the figures were: Acres, 424,230; yield in bushels, 4,631; average yield per acre, 11.63 bushels.

Among the trade Michigan is credited with raising in a normal year a crop of approximately 6,000,000 bushels. This year represents a shrinkage from normal of over 1,250,000 bushels. The quality of the 1914 crop is such that a much larger per cent. than usual must go to the cull bag—that is, there is greater waste in picking to make choice grade than usual. We estimate six pounds out of every bushel invested this year will go into the cull bag. This means a reduction of about 500,000 bushels in the available supply. Every year provision must be made for the next seeding—amounting to approximately 400,000 bushels. Using the official figures as a basis, it appears that we have available for food requirement this year approximately 3,770,000 bushels. This represents about 75 per cent. of normal supply. The normal market price is \$2 per bushel, therefore on an actual shortage alone the price should be normal this year at \$2.50 per bushel f. o. b. Michigan. Conditions this year, however, are not normal—we are having a foreign demand that exceeds all records. Canada has bought heavily, sumably for the French and British armies—80 to 300 tons are going on every ship to the suffering Belgians—the demand from these sources counts for the rapid changes in price.

Austria, normally a large exporter of this country, is unable to ship. "Producers Price Current," of New York, furnishes us with the following statements of imports and exports to the port of New York: Imports, September 1st to November 1st, 1913, 458 bags; exports, same period, 7 bags. Imports, September 1st to November 1, 1914, 6,208 bags; exports, same period, 22,006 bags. Imports of beans have always supplied a certain portion of our domestic requirements this year we shall have to supply a deficiency at home. A resumé shows shortage in Michigan crop, lighter exports, heavier imports, increased domestic demand.

Conditions are such that a famine could exist—though we have not and do not expect it. We do look, however, for record prices before the next crop comes in and believe it good judgment to keep some beans in stock all the time.

H. C. CARSON & CO.

Detroit, Mich.

Spices.

The market is fairly active, with good demand from the grinding trade. The scarcity of many articles is even more apparent than before and all sorts of changes in prices and market values are possible under existing conditions. Peppers.—Spot stocks are unusually small. Prices here are lower than

Can You Meet These Prices?

RAILROAD EMPLOYEES'

CO-OPERATIVE CLUB

OF PORT RICHMOND Y. M. C. A.

PRICE LIST

| | | | |
|---|--------|---|------|
| Potatoes (Penna.) per bush., delivered | \$.66 | Prunes, large, fancy, per pound | .09½ |
| Pea Coal, delivered | 4.25 | Prunes, medium size, per pound | .08 |
| Nut Coal, delivered | 6.46 | Hecker's Buckwheat, per package | .13 |
| Stove Coal, delivered | 6.38 | Hecker's Buckwheat, 10-cent size, pkg. | .08½ |
| Houskeeper Ammonia, 10-cent size | .06 | Aunt Jemima's, per package | .08¼ |
| Davis O. K. Baking Powder, ¼ lb. | .04 | Mother's Oats, per package | .07 |
| Davis O. K. Baking Powder, ½ lb. | .07½ | Instantaneous Tapioca, per package | .08 |
| Royal Baking Powder, 10-cent size | .07½ | Pearl Tapioca, fancy, per pound | .05½ |
| Rickett's Blue, 10-cent size | .08 | Mackerel, choice Norway, 10-ounce each, per kit | 1.10 |
| Rickett's Blue, 5-cent size | .04 | Codfish, Beardsley Special, per pkg. | .07½ |
| Barley (not less than 3 lbs. to each customer), per pound | .03¼ | Codfish, per pound | .07 |
| Marrow Fat Beans, choice | .05 | White Canvas Gloves, 10-cent style | .06½ |
| Marrow Fat Beans, choice | .07 | Brown Gloves | .08 |
| Shoe Blacking, 2 in 1 (Black) | .06½ | Gauntlets with Leather Palm | .20 |
| Shoe Blacking, 2 in 1 (Liquid Dressing) | .06½ | Jello, assorted | .07½ |
| Shinola (Black) | .07½ | Metal Polish | .04 |
| Shinola (Tan) | .07½ | Matches, Bird's Eye, 6 boxes | .21 |
| Baked Beans, Campbell's | .08 | Matches, Halfback's Safety, double tip, 1800 in a box | .07½ |
| Baked Beans, Knighthood | .07½ | Matches, the Goose, per doz. | .07½ |
| Baked Beans, Wagner's | .04½ | Stove Polish, Electric Paste | .03¼ |
| Corn, Baker's, Whole | .06½ | Stove Polish, Enameline | .03¼ |
| Corn, Monocacy | .06½ | Stove Polish, Vulcanol | .03¼ |
| Corn, American Beauty, crushed shoe peg | .07½ | Babbitt's Cleanser | .04 |
| Peas, Diamond State | .06½ | Babbitt's 1776 | .04 |
| Peas, Banquet | .07½ | Young's Pearl Borax | .06 |
| Peas, Monocacy | .08 | Snow Boy | .03¼ |
| Tomatoes, Knighthood, large | .09½ | Imperial Cleanser | .04 |
| Tomatoes, Gold Medal, large | .06½ | Old Dutch Cleanser | .07½ |
| Tomatoes, Bouquet, large | .06½ | Fel's Napha Soap | .04 |
| Lucky Star, small | .05 | Lifbuoy Soap | .04 |
| Sardines, American (mustard or oil) | .03½ | Ivory Soap, large | .07 |
| Condensed Milk, dime | .08¼ | Ivory Soap, large | .07 |
| Peninsular Milk | .10 | Ivory Soap, small | .04 |
| Red Cross Milk | .10½ | Lenox Soap | .03¼ |
| Marvel Skimmed Condensed Milk | .07½ | P. & G. Napha Soap | .04 |
| Evaporated Milk, Pet, large | .07½ | Fairy Soap | .04 |
| Evaporated Milk, Pet, small | .03¼ | Lava Soap | .04 |
| Catsup, Reliance Brand | .07½ | Sweetheart Soap | .04 |
| Ivins' Butter, Thins, large | .08½ | Argo Starch | .04 |
| Ivins' Milk Lunch, large | .08½ | Corn Starch Cream, pound | .08 |
| Coffee, Banquet Blend, choice, per lb. | .23½ | Corn Starch Cream, ½-pound | .04 |
| Coffee, Re Dan Blend, per lb. | .22 | Cornish Pipes, each | .03 |
| Coffee, Our Special Blend, per lb. | .18½ | Clay Pipes, T. D.'s, per half-dozen | .04 |
| Teas, Formosa, 60-cent grade, per lb. | .35 | Tacks, 6 ozs., 100 to box, per doz. boxes | .12 |
| Teas, Assam, per lb. | .30 | Tacks, 8 ozs., 100 to box, per doz. boxes | .13 |
| Teas, Formosa, per lb. | .24 | Tacks, 10 ozs., 100 to box, per doz. boxes | .14 |
| Postum, pound package | .19 | Tacks, 12 ozs., 100 to box, per doz. boxes | .15 |
| Instant Postum, 8-ounce size | .37½ | Stove Brushes, fiber, with strap handles | .11 |
| Horse Radish, per tumbler | .04 | Hams, city-dressed, sugar-cured, per lb. | .18 |
| Raisins (Notaseed) per package | .09½ | Bacon, city-dressed, sugar-cured, per lb. | .18 |
| Flavoring Extracts, Red Ribbon, Vanilla and Lemon | .04 | Hershey's Cocoa, per pound | .28 |
| | | Knighthood Cocoa, per pound | .18 |

The above is a reproduction of a price list issued by the Railroad Employees' Co-operative Club of the Port Richmond (Philadelphia) Y. M. C. A. It is an English district, and the English workmen have imported the English co-operative ideas.

es abroad. We also hear of a shortage in the Lampong crop, the harvest of which is now complete. An advance in the price of all grades of peppers is likely.

ed Peppers.—Stocks here are exceedingly small. Prices, though seemingly high, are likely to advance at any time. Present indications point to no fresh supplies being received before spring, 1915.

cloves.—Unchanged and in fair demand. Spot stock is reported very all.

Pimento (Allspice).—Somewhat firm, though quotably unchanged. No special features to report.

Macae.—In better demand, at steady unchanged prices.

gingers.—Remain quiet and unchanged. In only moderate demand.

Capiocas.—Much firmer and in good reasonable demand.

Paprikas.—There has been no change in quotations during the week. The demand, however, is greatly increased. Hungarian grades are scarce on spot.

Nutmegs.—Much firmer and likely to advance, as demand becomes more liberal.

Seeds, Herbs, Etc.—Caraway and poppy are firmer and have advanced. Sale slightly easier, due to fresh arrivals. Rianther is fair demand at unchanged prices. Other articles unchanged throughout the list.

McCORMICK & Co.
Baltimore, Md.

MARKET NOTES.

Florida grapefruit ranges from \$2 to \$5.00, and the quality is fine. The demand is good.

Florida tangerines are now in market and average \$4 per case. The demand is slow.

Florida cucumbers are in market and range from \$2 to \$2.50 per half barrel basket. The demand is fair.

Florida beans range from \$2.50 to \$3.00 and the quality is good. The demand is lively.

California strawberries are coming in and packed in pint boxes. The price is 25 to 30 cents. The quality is good.

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A Clean, Quick Moving Stock

of the finest selected India and Ceylon tea, full flavored, skillfully blended and packed in attractive air-tight tins—**easy to handle, easy to sell.** That is why up-to-date, progressive merchants display and push

TETLEY'S TEA

"Blended and Packed in London, England."

Its distinctive flavor and unvarying high quality attracts trade and holds it. Every sale means a permanent, profitable customer. It pays to recommend TETLEY'S—it

Will Make Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street, New York



TELL YOUR CUSTOMERS

"TETLEY'S is the cleanest and most economical tea to use, because the air-tight tin keeps in all the fresh, full flavor and fragrance, and keeps out the dust and dirt."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Award of Prizes in the Ad-writing Contest on Ivins' Purity Guarantee—Continued

(Continued from page 9.)

Illegal Traffic in Bad Eggs

Government report of November 16, 1914, relates to a crusade being made in Chicago against eggs known as "rots and spots." The report says that "most of the rots and spots are sold to bakers."

FOR USE IN CAKES AND OTHER FORMS OF FOOD.

Do you want to avoid a chance of getting such cakes and crackers? Come to our store and try

**The Goods Manufactured by
J. S. Ivins' Son, Inc.**

In the manufacture of these goods only candled shell eggs are used. And so with every ingredient used—**NOTHING BUT THE BEST PERMITTED.**

No cottonseed oil, no alum, no coal-tar colors, no benzoate of soda, no imitation honey, no bad thing.

Let us show you.

HIGH & LOWE.

Submitted by R. A. Dix, Room 55, 90 W. Broadway, N. Y.

A Good Thing From Philadelphia

The line of goods made by
J. S. IVINS' SON, Inc.

Crackers and cakes that will stand any test as to purity of ingredients, palatableness, attractiveness, beauty of package, healthfulness.

Look at our Window Display

and come in and try samples of the various lines. This will be a most conclusive test, and you will become one of the permanent users whose number is increasing in the most encouraging manner.

The Ivins Company never have used any ingredient like benzoate of soda, alum, adulterated chocolate, inedible dried or frozen eggs, imitation honey, etc., and **THEY NEVER WILL.** They value reputation too highly to take any risks, even if inclined to do so—which they are not.

G. C. CHATFIELD.

Submitted by J. F. Windas, 234 N. Eastlake Ave., Los Angeles, Cal.

Purity Guaranteed or Purity to Guess at— Which Do You Prefer?

The name of J. S. Ivins' Son has always stood for all that is good, pure and healthful in bake land.

Our purity guarantee, by which we stand back of every ounce of our immense product, is an original idea, by which we propose to hold our grip on your confidence and deserve your continued patronage.

Our purity guarantee is good as gold. Our products are known far and wide and are on sale at every corner grocery, pure, healthful, good as mother's, in greater variety, and her burden lightened.

By our purity guarantee we want you to depend on us as you did on mother to safeguard the purity of every article we place on sale.

Insist every time that you get the J. S. Ivins' Son guaranteed pure articles.

Submitted by J. C. Biecker, Roslyn, Pa.

A LETTER.

Philadelphia, Nov. 23, 1914.

Dear Sir:—Being your grocer for the last 20 years, you no doubt have confidence in my word and goods. It is in reference to Ivins' Cakes and Crackers, of which I have a very large assortment. These cakes are the purest money can buy. I have a guarantee with them that they contain no adulterations or anything injurious. Everything put in these goods are strictly pure.

Submitted by W. F. Eberhardt, 2255 S. Beechwood St., Philadelphia.

Permitted By Law But Not Allowed By Ivins'

The law allows—under certain conditions—the use by manufacturers of food products of artificial colorings (sometimes made of coal tar), cottonseed oil, lard compounds, adulterated chocolate, desiccated or frozen or "off" eggs, benzoate of soda, imitation honey and other things that the household knows not of. Not really harmful if used as directed by law, but—

Not one of these undesirable products

has ever entered into the composition of the Cakes and Crackers manufactured by J. S. Ivins' Son, Inc. Every ingredient the best that money can buy. We are selling these goods in rapidly increasing quantities. Call at our store for samples and thus join the crowd.

HIGH & HESS.

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

**Just Think
"An Ivins"**

Purity Guarantee goes with every pound of cakes or crackers you buy of the

Ivins Variety

Their products contain pure leaf lard, pure chocolate, pure cocoanut and fresh selected candled shell eggs, etc.

Take a Hint

Order a pound of Lunch-on-Thins to-day, baked by Ivins, the "made in Philadelphia" goods.

"LEADERS OF QUALITY."
Established 1846.

Submitted by Raymond Duffey, 827 W. Princess St., York, Pa., with J. L. Keller.

Good to the Last Crumb

That's what my customers say about

Ivins' Purity Cakes

One lady said "the second bite her husband took of them broke his usual morning grouch."

Quality, Uniformity and Convenience Combined

is the best way to describe Ivins' Purity Cakes.

Include some in your next order and be convinced that they

SPECIALIZE ON QUALITY.

Submitted by K. Hopkins, 1427 N. Thirteenth St., Philadelphia, Pa.

What Does Purity Mean to the Grocer and Consumer?

It means that any material used in the manufacture of any products is free from any adulterated ingredient. It means in Ivins' purity guarantee that pure lard, and not compound, pure clean, sweet butter and not butterine, the best candled eggs—this we have found in Ivins' products to be by actual test. J. S. Ivins' brand has become as familiar as mother in the home. The housewife no longer hesitates to buy their goods, they are so home-like.

Many of our customers have abandoned home baking and go to their grocers feeling positively safe in any or all of Ivins' goods. They tell us they save money in purchasing their products, as well as time. Any grocer without Ivins' guaranty products is a back number. We are for this company not only some of the time, but all of the time.

Submitted by Wm. T. Lamb, 3001 Westfield Ave., Camden, N. J.

Johnnie Helped to Feed the Baby

Johnnie had a tiny little sister. He was proud of her, generous and loving to her, but for the life of him he could not see what she saw in that bottle—no wonder she cried so much. So he took matters in his own hand. Gave her a cracker. Yes, it was an Ivins', the purest there is, but baby could not appreciate it. Of course, it did her no good, but here's the point to consider. Johnnie knew what was really good, so did his mother, for she kept stocked up with Ivins' Products, and Johnnie's first bite of solid food was an Ivins' cracker. His little sister will get her first bite, too—it will be Ivins' also—and then Johnnie will be satisfied; perhaps he will not be so generous then, for the supply will go faster and he might get left.

Remember, the most important step in feeding children is the change from liquid to solid. Start right with the purest there is—its Ivins'.

Here is our guarantee:—

Submitted by Fred. Jaep, care John Jamison.

Purity! Purity! Guaranteed, Unadulterated, Absolute Purity!

With this word, that means so much, as a slogan, is it any wonder that

J. S. Ivins' Son Co.'s

cakes and biscuits are so popular and their sales steadily increasing?

It matters not what inducements competitors may offer in the way of PRICE, our motto always has, and always will be,

Absolute Purity

of ALL the ingredients used in the manufacture of our goods.

The name "J. S. Ivins' Son, Inc." stamped on a package is a guarantee that the contents are

Absolutely Pure!

J. S. Ivins' Son, Inc., Philadelphia.

Submitted by Harry Robinson, 706 Southard St., Trenton, N. J.

**SIMON PURE (but a by-word)
PURITY CLAIMED**

(but not guaranteed—a sham)

It was this that caused the pure food crusade in New York City in 1912. When to use words of one of the great chefs engaged in the work.

Poisonous adulterations were found in

FRIGHTFUL FELLOWSHIP in many of the most popular foods.

Simon Pure has even been a watchword with J. S. Ivins' Son, and to this we add our purity guarantee. Like the Rock of Gibraltar we stand back of every pound of our product and guarantee it to be purer and better than required by law.

By our guarantee we want you to rely on us; to purchase our goods with unshaken, childlike confidence in their purity. Our purity guarantee is original with us. We must it shall perpetuate the name of J. S. Ivins' Son as a household word and as in the past be a source of great confidence and satisfaction to our thousands of customers, and that it shall ever stand as a

Guarantee of Purity for All Our Goods

On sale everywhere. Take no other.

Submitted by Miss Mabel Valerius, Belmar, N. J.

The Taste Lingers and Cries for More

Ivins' almost "world famous" cakes, biscuits and crackers certainly famous within 500 miles of Philadelphia, where every first-class store sells these "delicious goodies." Made from the very best flour, sugar, fancy butter, pure leaf lard, strictly fresh eggs, pure molasses and the finest extracts and pure spices that are milled. Every known ingredient that is wholesome and healthful enters into the composition of these "appetizing delicacies." Made in such cleanly surroundings. It would remind you of grandmother's New England kitchen the long ago.

This famous bakery, established years ago, with the new blood still by a younger generation, has forged to the front by its quality and bounds, and owing to the purity and cleanliness of its products will soon be known from coast to coast. Its goods as pure as the rains from Heaven. As clean as the opening flower of the spring lily. And so at a price that will compete with any similar establishment on earth.

Submitted by C. J. Wood, Corry, Pa.

**Pure Food!
Ivins Makes It!**

Cakes and Crackers of the best. Proven daily is the test.

Pure and unadulterated materials we use.

Believing these ingredients the thrifty housewife would choose.

Recommended as a treat. To all lovers of good things to eat.

Ivins Always

Submitted by Chas. R. Holden, Lancaster, Del.

Within the Law

To keep within the law is the aim of all. Such liberties had been taken in the manufacture of food products that pure food laws were enacted, as you know. But all laws generally have one or more weak points. Pure food laws are no exception. They do not please everybody and contain liberties which, in the opinion of the particular taste, do not guarantee absolute purity. The guarantee, "Within the meaning of the laws," still allows under certain conditions products to be sold as pure food that contain materials many would not use alone or in baking.

We are not a law making body, therefore could not make a better law, but our aim is not merely to keep within the law, but to produce the very purest baked products and make

Ivins Stand as a Watchword of Purity

We therefore made our own pure food regulations. They please everybody concerned. *You*, because you want the purest there is. *Us*, because we make them voluntary—not merely to keep "within the law," and because we know after you once use Ivins' Products you will keep a stock on hand. That will be a pleasure to both.

Our regulations contain no liberties with adulterations, etc., and *under no conditions* are used, as our guarantee makes plain.

(Our guarantee, ————)

Submitted by Fred. Jaep, care John Jamison.

Minus — and Plus +

Under certain conditions all the following ingredients may be used in the manufacture of food products. Not particularly harmful, perhaps, but not such as the discriminating housewife would prefer. In fact, each one may properly bear a minus mark (—): Artificial coloring, desiccated or frozen eggs, benzoate of soda, alum, preservatives, imitation honey, cottonseed oil, adulterated chocolate, lard compound.

Plus +

Where, then, do we find the opposite of all these, and everything of the BEST—all plus?

In the Cakes and Crackers made by J. S. Ivins' Son, Inc. Philadelphia

Ask for samples at our store. Let us "show you."

J. & J. C. RUDESILL.

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

100% PURE

That's what we guarantee all our products to be and stand ready to back our claim.

They contain nothing but the best materials, far above the requirements of the Pennsylvania Food Laws or the Act of Congress which prevents the manufacture, sale or transportation of adulterated food.

All materials are analyzed in our own laboratory to test their quality before we purchase or produce.

When buying ask for Ivins'.

Established 1846

J. S. Ivins' Son, Inc.

Baker of good biscuits

625-627 Broad Street, Philadelphia.

During the "Season"

As the "debutante" "comes out" in "society" at this time, even so does

Ivins' Purity Guarantee

assert itself anew.

During every "season" since 1846 has the dance, reception and club party been completed with

Ivins' Guaranteed Dainties

and as the "seasons" progress they renew their popularity.

Our store is headquarters for

Ivins' Purity Cakes

and is backed by all that the guarantee stands for.

Purity

Purity

Submitted by Albert H. Boileau, with DeHout's Grocery, Inc., North Wales, Pa.

Ivins' Cakes Protect Your Health

READ THE REASON

The bakery of J. S. Ivins' Son, Philadelphia, Pa., is kept as clean as a hospital ward and all products are not only clean, but pure and wholesome, because of the finest ingredients obtainable. Some people say they are unnecessarily fine—be that as it may—to further insure that Ivins' Cakes are good cakes, we use only selected hard shell eggs, the kind used in that good old home-made way of baking.

The Food and Drugs Act of June 30, 1906, and the Pennsylvania Pure Food Law, as approved May 13, 1909, under certain conditions permit the use of desiccated or frozen eggs—eggs which contain little chickens or other putrid matter, treated with poisonous chemicals. It is the use of these eggs, perhaps, which imparts that eggy taste to the ordinary store cakes. These laws also permit the use of benzoate of soda, artificial colors and adulterated chocolate, imitation honey and preservatives which, if not poisonous, are injurious to health.

Ivins' Purity Guarantee

is not deceptive—it really protects your health—for it fully guarantees our products are neither adulterated or misbranded and to be free from any poisonous, harmful or unwholesome ingredient.

Now, to get Pure Cakes, insist upon IVINS' CAKES.

Submitted by Chas. Elias, 648 Grand St., Trenton, N. J.

SAFETY FIRST!

These words seem to be in most everybody's mouth. The words may seem new, but safety is the first act of every living thing—especially the human life—and the most important thing is health safety. Your food is the making of health. It must be good—pure. The purest is none too good.

IVINS' PRODUCTS are guaranteed absolutely pure. Pure food guarantee plus our own food regulations. A great improvement we think over the Pure Food Laws. Read our guarantee. It's double-barreled, bound to hit the mark. The highest aim in purity. We have reached it.

Here is our guarantee:—

Ivins' safety first in everybody's mouth, because it stands for the purest.

Submitted by Fred. Jaep, care John Jamison.

Parcel Post Free

| | |
|--|--------|
| Set of Standard Dry Measures, ½-pk., ¼-pk. and qt. | \$0.75 |
| Butcher's Frock Coat, each | 1.50 |
| Grocer's Long Aprons, half dozen | 1.50 |
| Hanging Bag and Twine Holder | .75 |
| Swiss Cheese Slicer | 3.50 |
| Cheese Knife, 12 inches, tinned blade | .75 |

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.



You Can Increase Your Sales and Profits

You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde**, Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia



Why Don't You?

Why don't you sell a cereal—if you don't already—that is different from ordinary cereals? **Wheatena**, the hearts of selected wheat. There's nothing like **Wheatena**. Something different—if it's better—is always easier to sell than just only a kind. **Wheatena** is something that once introduced, sells again and again—sells itself in fact. Very unusually packed and guaranteed.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

The Ovens of Ivins

Philadelphia,

Are producing ever-increasing quantities of the famous and delectable

Crackers and Cakes

which have made the name Ivins synonymous with purity in these articles—purity in every constituent—flour, spices, coloring, shortening, everything. Moreover, every process of manufacture, from start to finish, in our scrupulously clean and sanitary factory is under expert supervision. The crackers and cakes are packed in attractive, sanitary boxes, and nothing is left undone that may enhance in any manner the value of these food products.

Call at our store and sample any of the different lines. Then you'll become one of the permanent customers for the crackers and cakes from

The Ovens of Ivins

J. S. Ivins' Son Co., Inc., Philadelphia.
ALLEN HOWES & Co.

Submitted by F. M. Root, 78 Peabody Place, Newark, N. J.

Ivins' Pure Food Regulations

Do the pure food laws really give pure food? The purchase of a package of baked products with the pure food guarantee seems to give a general assurance of the *purest there is*. What do these laws and this guarantee reveal—that certain substitutes, adulterations, colorings, preservatives, are allowed under certain conditions. Therefore, "Within the meaning of the laws" means that materials you would not use alone or in your baking, could be used in baked products and still be sold as *pure food products*. Why, then, depend on such a guarantee when

IVINS' PRODUCTS

stands for absolute purity. The pure food laws did not affect us, we kept right on with our own pure food regulations.

Our double guarantee is a great improvement, and the superiority of our products backs the guarantee. Our guarantee:—

Submitted by Fred. Jaep, care John Jamison.

ATTRACTIVE! PALATABLE! NUTRITIOUS!

ATTRACTIVE because of the delicate colorings, as the crackers and cakes manufactured by

J. S. Ivins' Son, Inc.

Philadelphia,

come from the ovens, and by reason of the attractive and unique sanitary packages.

PALATABLE because of the pure spices and flavoring extracts used and the true proportions maintained.

NUTRITIOUS because everything entering into the composition of these goods is the purest that money can buy. Not an ounce of adulterant—benzoate of soda, alum, imitation honey, adulterated chocolate, coal-tar colorings, frozen or "rots-and-spots" eggs, etc.—ever has been or ever will be found in the Ivins' products. Call and try samples of the many lines—A CONVINCING ARGUMENT.

CARR & CASE.

Submitted by R. A. Dix, Room 55, 90 West Broadway, New York City.

Away Back in 1846

Ivins began to make his famous biscuits, cakes and crackers, the days of our grand and great grand daddies, when the old oaken bucket, iron-bound and moss-covered hung in the well.

He then resolved to make nothing but pure goods, a resolve iron-bound like the old bucket, but never to be moss covered.

To-day when it is easy and profitable to substitute and adulterate, that resolve takes the form of a

Purity Guarantee Extraordinary

Here it is. Read it:—

No lard compound.

No cottonseed oil.

No adulterated chocolate.

No imitation honey.

No desiccated or frozen eggs.

No preservatives.

No benzoate of soda.

No alum.

No artificial colors.

No harmful or unwholesome ingredients.

Selected candled shell eggs only.

Ivins' never have and never will depart from that high standard.

Let us send you samples of these delicious cakes and crackers with your next order.

THE MODEL STORE.

Submitted by A. T. Smith, Lambertville, N. J.

MRS. HOUSEWIFE

Your daily grind can be greatly lessened by using

Ivins' Purity Cakes

QUALITY, UNIFORMITY

AND

CONVENIENCE COMBINED.

Submitted by K. Hopkins, 1427 N. Thirteenth St., Philadelphia, Pa.

Is Your Health Insured?

LET IVINS DO IT

Ivins' Products are the greatest protection to your health.

The Ivins' policy is shown in our guarantee:—

(Guarantee: — — — —)

Submitted by Fred. Jaep, care John Jamison.

Ivins' Cakes Rivals World's Best

Your health well protected through their purity guarantee.

Sold everywhere.

J. S. Ivins' Son, Philadelphia, bakers and cracker makers, are in all truth BAKERS OF GOOD BISCUITS. Through the exercise of HOME-MADE CARE their products come to you pure, clean and wholesome.

Few people realize the care that is taken to properly prepare the kind of cakes which Ivins' make. First, their bakery is kept as clean as a hospital ward, then there is the Purity Patrol, composed of several men, whose duty it is to watch out for any harmful or unwholesome ingredient.

The so-called Pure Food Laws of Pennsylvania, approved May 13, 1900, or the Food and Drugs Act of June 30, 1906, under certain conditions, permit the use of lard compound, adulterated chocolate, imitation honey, benzoate of soda, artificial colors and, worst of all, desiccated or frozen eggs, which any housewife or storekeeper would throw out.

Ivins' Purity Guarantee guarantees their cakes free from these or

any other poisonous or harmful ingredients so, for health's sake, ask your grocer for

IVINS' CAKES

Submitted by Miss Eva Deputy, 5 E. Front St., Milford, Del.

J. S. IVINS' SON, Inc.

BAKERS OF BISCUITS and CAKES

Purity Guarantee

Was not the result of Nationally enforced pure food laws. IVINS' always made their goods out of the purest ingredients obtainable, thus producing what the public always wants—

Cookies Like Mother Used to Make

We are living in an age of imitation foods. Pure food laws allow use of the imitation ingredients such as compound lard, cottonseed oil, desiccated eggs, imitation honey, artificial coloring, adulterated chocolate, preservatives, etc.

Ivins' Purity Guarantee

assures the consumer that they do not use the above imitations or any other cheapening materials in the making of their cakes.

SAFETY FIRST in conserving your health and digestion depends on what you eat. When eating cakes or biscuits eat IVINS', because you can feel sure they are made pure and are nourishing.

Ivins makes them pure and good. The public makes them popular.

Submitted by G. S. Mull, 1168 Green St., Reading, Pa. With J. W. Bucks.

Health Restored, Result of a Guarantee

The patient in this case, a well-known groceryman, whose nervous system through over-work and worry was finally run down till the stomach further refused to perform the function of nature—being advised by his physician to go on a very light diet of crackers and milk if he wished to recover, and thinking one cracker as good as another, he tried several of the so-called leading brands without feeling any good effects, and about to give up, he noticed the

J. S. Ivins' Sons, Inc.
Cake and Cracker Bakers
Guarantee of Purity

Wondering why he had overlooked this brand he immediately started using same. From this time his improvement was rapid. That nauseous taste gradually left, till now solid food of any kind he can

relish with a luxury, and fully convinced he owes his life to the big word "guarantee," used only by the leading bakers of pure cakes and crackers.

The J. S. Ivins' Son, Inc.

Submitted by Harry Matchett, 323 Brushton Ave., Pittsburg, Pa., with Huey & Matthews.

You Can Eat Ivins' Cakes With Safety

because they are pure, clean and wholesome, being made of the very finest materials possible to get, including selected candled shell eggs only and guaranteed not to contain any harmful or unwholesome ingredients.

Ivins' Purity Guarantee

goes farther than the so-called Pure Food Laws of Pennsylvania, approved May 13, 1909, or the Food and Drugs Act of June 30, 1906, for these laws, under certain conditions, permit the use of chemically treated eggs, which have contained a little chicken or other putrid matter—those called desiccated or frozen eggs—they also permit preservatives, artificial colors, benzoate of soda and other harmful, if not poisonous, ingredients.

Cakes having that eggy taste perhaps have been made with frozen eggs; to insure against this insist upon your merchant giving you

IVINS' CAKES

Four Your Health's Sake.

(The name of the writer of the above not given.)

THE QUESTION OF PURITY

Is never raised by the consumer who purchases crackers and cakes bearing the name J. S. Ivins' Son, Inc., Philadelphia. Their guarantee is so strong that there is no room for argument. It is that they never have used deleterious or even questionable ingredients. For instance, cottonseed oil is a useful product and is used by some manufacturers. Other things not so free from question are also used—benzoate of soda, imitation honey, artificial honey, artificial coloring (sometimes of coal tar), etc.

Not a single objectionable product has ever been, or ever will be used in the goods made by

J. S. Ivins' Son, Inc., Philadelphia.

Sold by Brown & White. Come and obtain samples.

Submitted by L. E. Douglas, 66 Taylor St., Newark, N. J.

GIVE YOUR TRANSIENT

cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

Indexed Coupon Books

Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there's a reason. All sizes—inexpensive—F. O. B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio



Milk—A profitable staple of larger sales volume than sugar

Do you realize that the average family spends more for milk than for sugar. Everyone of your customers spends \$3.00 per month for milk—some spend much more—this trade goes to the milk peddler and he makes money on it, too. You have to tie up money in a sugar stock to supply your customers and you often lose money doing it.

This milk business, and the profit that goes with it, should belong to you.

CARNATION MILK

From Contented Cows

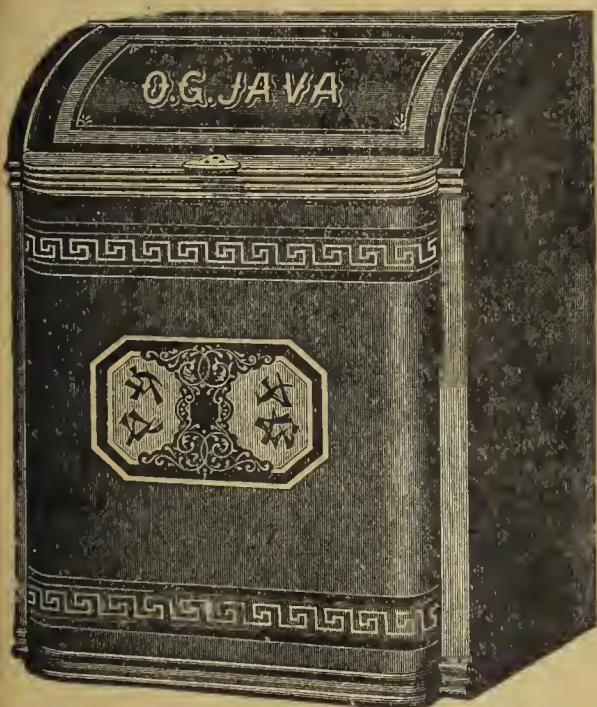


will help you switch your customers from raw milk to evaporated—for cooking and baking. Our advertising is interesting and educating housewives in the use of evaporated milk. It is sending to the grocer's cash drawer some of the money usually paid to the milk peddler.

When a woman comes to you for evaporated milk make sure that she will be pleased and she will return and continue to buy evaporated milk from you—Give her CARNATION MILK—she will like it—is clean, sweet and pure—always ready for use. Carnation Milk will prove that evaporated milk is superior to raw milk for cooking. And that will be an important step in starting the usual \$3.00 per month milk money into your cash drawer. So push Carnation Milk. Your jobber carries it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington



COFFEE and TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

And for Over Fifty Years They Have Proven Their "METAL"

Write for catalogue showing variety of designs.

HENRY TROEMNER 911 ARCH STREET
PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street, CHICAGO, ILL., General Agents for United States





How I Helped Two Partners.

I've always tried to be a helpful little thing. If people treat me as a pet they can always get me to run to the store for 'em and do little things like that.

I've been thinking it over, and there's a heap of doubt in my mind whether this pays. Seems to me us little helpful boys are always getting jolted with a big rude foot. You can do a whole lot for people, and while you're at it you're all right, but when you're through, you can crawl under the back porch and poison yourself.

Yep, I know I'm sore. I've got a grouch on and I don't love no one, as the little boy said after he swallowed the worm.

I've been selling goods to a certain firm for about six years. There are two partners in it, and I feel I know 'em both pretty well. One tends to the manufacturing end—makes sausage, scrapple and pepper hash and such stuff. The other partner tends to the store and everything outside the manufacturing.

I've known for some time that these fellows weren't hitting it up as well as they used to. They never scrapped in the store or anything like that, but you can smell a partner's fight, seems to me, the minute you set foot in their store. Smells sort of like hair burning.

Well, as I was going on to say, I called at this store the other day to give 'em a chance at the finest line of goods from the Atlantic to the Pacific and from the Lakes to the Gulf. I'll match them goods, sah, besides—all right, all right, I'll shut up about 'em, if you say so. (Ain't that pesky mean—I'd a had an order in a minute.)

I went in there as usual, and met the fellow I always see—the partner that runs the store and does the buying. Him and I sat down and and I was getting in to it when his partner came in.

"Want to see me?" he said to his partner.

"Yes, why in thunder don't you keep that place back there cleaned up? Aren't there enough people out there to do that? Because if there aren't, we'd better hire somebody. I went through there this morning—I never saw a worse kept place in my life! We can't stand for a thing like that!"

Now maybe that wasn't quite the song to sing to a partner that has as much say about the place as you have. You could put it over some men, maybe, but a lot of 'em would start a scrap.

All the same, there was sure a kick coming over a dirty place, wasn't there?

What did the other partner do? He got sore in ten seconds, and before I could slip away there was a beautiful fuss all fresh from the oven.

"I keep the place the best I can!" he said. "If you don't like the way it's kept suppose you come out and run it yourself, and I'll come in here. Maybe we'd both be better off, for I think I might run your end so as not to get us talked about all over town!"

I could see the first partner's wheels working on high speed to frame up a come back for that, but it was a little slow coming, so the second partner handed over a little more.

"That last girl you put on," he said. "I told you what she was when you hired her. Now it's all over town that she's here and respectable people won't come in the place. My wife heard it from three different people."

"Your wife hears a lot of things," said the first partner. (That was some friendly, wasn't it?) "That girl can do more work in a day than all these people that are lying about her can do in a year! All I ask is that you tend to your end of the

business as good as I tend to mine, and we'll be all right."

All the time I sat there taking it in and wondering whether one of 'em would end up by heaving an ink stand and soaking me by mistake. Just then the partner who did the manufacturing turned around to me and said:—

"What d'ye think of a man that brings a tad in his store and puts her where all his customers can see her?"

Then's when I ought to have had a fit, or swallowed my teeth or something to keep my blamed mouth shut. But nothing like that happened, and I fell plumb into the hole in my own bread.

"What d'ye mean by 'tad'?" I said, "I ain't used to that kind of talk. D'ye mean a fast girl?"

That was what he meant.

(My next imitation will be that of a blamed fool. People that have seen it say they can't tell the imitation from the real.)

"I don't think I'd want anybody like that working for me?" I bleated.

At which the partner who had hired her gimme a loving look.

"Is that any worse than leaving a filthy mess on the floor of a place where he makes things to eat?" he said.

(My next imitation will be that of a *dad* blamed fool. People that have seen it, etc., etc., etc.)

"Personally," brayed little me, "I believe I'd rather have the tad than the dirty floor."

Even then, if I'd had brains enough to light out, all might have been well, but I hadn't my order, so I still stayed on. Waiting for it—and it come.

"Seems to me you're pretty free butting in with your criticisms about people's business that you sell goods to," said the manufacturing partner. "Think your house would

stand for you going around doing that?"

Fine! Beautiful!

"Why, I—" I started in to say that I only talked when I was asked to (which wasn't any excuse, if you ask me) but I never got it out.

"I think the same," said the other partner. "What is it your business how we run our place as long as we pay our bills?"

If anybody had come in there with thirty cents just then and wanted to buy a fat red imitation of a traveling salesman, he could have bought one and got twenty-eight cents change.

When I came to I started in again to say that I only talked when the asked me, but I didn't get it out then either.

"That's all right," one of 'em broke in, "we can settle our arguments better without outsiders. Then he turned around in his chair and a big light dawned on me. limped out—without an order, too. What d'ye think of that?"

I walked six quares hunting some big husky fellow who would take me up an alley and kick me blooming squash off. I couldn't find any. One fellow pretty near took the job, but he said he was afraid he'd laugh too much while he was doing it, and he had a split lip.

Since that happened there's two things I'm surer of than I was before:—

First.—That a partner who scraps with you is worse than a wife that does.

Second.—I am a blamed fool.

THE STROLLER.

Pennsylvania Organization Notes.

Secretary Wanless, of the Lancaster Board of Trade and Merchants' Association, has resigned to devote his entire attention to the business of life insurance.

Quite a number of local associations are purchasing the circulars on "Home Buying" in large quantities and are circulating them to their customers.

The near approach of the Christmas holidays will interfere somewhat with regular meetings. After the holidays are over we recommend active meetings.

The Muncy Association now gets out a four-page newspaper, regular size, to exploit Muncy and its merchants. It is filled with advertisements of the members. Having a wide distribution,

attracts trade to the town. The name of the paper is "The Progressor." Heretofore Muncy has had no newspaper.

Secretary A. M. Howes is planning a meeting of the State Executive Committee to discuss legislation and to arrange legislative programme.

This week the organizer addressed the associations at Orwigsburg, Wellsboro and Catawissa. Next week he will visit the association at Washington, Pa.; Williamsport, New Castle and Williamsport Board of Trade.

The organizer's services are yours for asking, but arrangements for dates should be made early, as engagements are frequently made for several weeks ahead.

The Bradford Association has arranged that its regular meeting will be held at 6.30 P. M. on December 8th at the Y. M. C. A. Hall. Dinner will be served. The speaker of the evening will be Mr. W. E. Lindemuth, vice-president of the First National Bank of Bradford, and he will explain the new Federal Bank law.

The following associations have recently affiliated with the State Association of Retail Merchants: Woodlawn, James E. Ferguson, secretary; Sewickly, J. M. Stinson, secretary; Beaver Falls, Roy B. Briery, secretary; Farrell, M. Cerveank, secretary.

Tamaqua has a good association, which should affiliate with the State organization.

Merchants of Johnstown have inaugurated a "Buy Early" campaign, with special reference to Christmas shopping.



BEST FOR BABIES

Borden's Eagle Brand Condensed Milk

Ever since 1857 Borden's Eagle Brand Condensed Milk has been the leader for nursery and household use. It is an ideal food for babies, being rapidly and completely digested by the infant stomach. Thousands of people, who as babies, were successfully reared upon Eagle Brand, have grown up to rear their own babies upon it, and use it also for table use because of its unequalled quality and purity. You have no article upon your shelves which has a better reputation with consumers than Borden's Eagle Brand Condensed Milk, and none is more widely known. Recommend it to your customers, reminding them that every can is guaranteed to them.

Borden's Peerless Evaporated Milk

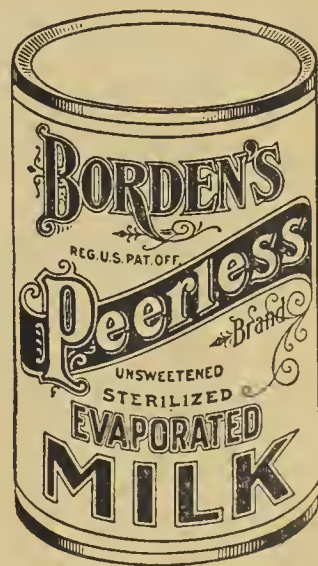
is the great standby of the American housewife for cooking and general household purposes. It is richer and better than most raw milk, adds a rich creaminess to gravies, soups and sauces; enriches and increases the food value as well as the flavor of every dish. All Borden's Brands, both sweetened and unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and are guaranteed absolutely pure.

BORDEN'S CONDENSED MILK CO.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"BORDEN'S EAGLE BRAND CONDENSED MILK is the safest and best, purest and most nourishing infant food, as well as being perfect for table use."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa
and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.



CCLXXXVIII.—Getting Property Back After It Has Been Put In Somebody Else's Name.

Every reader of these articles who has real or personal property in somebody else's name, or who is liable to have, will be interested in the following. For obvious reasons I do not give the name and address of the writer:—

Here is a ticklish situation, which by common consent of all of the members of this firm, we are putting before you. About two years ago one of the members of this firm became involved in a way which I need not go into, and it seemed advisable that he transfer everything he had to his wife's name. That included some real estate, some stocks, and his partnership interest in this business. In fact, the other members insisted that he do this, not wishing to see the business involved in a purely personal matter. The transfer was therefore made and for two years this partner's wife has been the legal owner of all his interests. There was no change otherwise, the partner himself getting the rents and the profits.

A difficulty has now developed between the partner and his wife, and she refuses to retransfer any of her holdings. She has also served notice on us, through a lawyer, not to pay any share of the profits of the business to anybody but her. Our lawyer says she has a right to do this. Meanwhile her husband, who I may say is an extremely valuable member of this partnership, is getting disgruntled at our statement that we shall have to pay the profits to his wife, and altogether it is an uncomfortable situation. Can you suggest any way to straighten it out?

I am not at all sure that it can be straightened out in the way this firm wants it to be. This is just another illustration of the danger of putting your property in the name of another. I have seen it done so often—husbands putting their property in the names of their wives; parents in the names of children; men in the names of brothers and sisters, and so on. Of course everybody assumes that the people to whom the property is transferred will do the right thing and give it back when it is called for, and most of them do, perhaps. But there is always a chance that they may not, and when they do not,

a very serious situation may develop. Holding property has a peculiar and unfortunate effect sometimes on people, especially people who have not been accustomed to hold it. Not long ago I was interested in a case in which a husband went into court with a petition to compel his wife to turn over to him certain building association shares, certain bank books, and certain bank accounts. He foolishly had turned over control of everything to her. She handled it entirely as if it was her own individual property, and spent most of it, as it afterward developed, entertaining other men. When the break came she refused to turn over what was left, hence the petition. The case has not yet been decided, and the issue is therefore uncertain. I predict, however, that he will get his injunction.

Now getting back to the correspondent's case, the only hope for the partner who is tied up is to take the same course, i. e., apply to the court for an order commanding his wife to turn over the property to him. Whether he will get it depends upon several things.

Was the property turned over to protect it from his creditors? If it was, he will probably not get it back now, for the court would say that he perpetrated a fraud upon his creditors, and they will not help him to get out of it now. But even if the court did make the wife turn it over it would probably do him no good, for it would then come within his creditors' reach again.

If it was not turned over to protect it from his creditors, he still may not get it back, if the court thinks he intended to give it to his wife. It is of course perfectly legal for a man to make a gift to his wife, and if he does it he cannot take it back again. He would have to prove that it was not intended as

a gift before the court would think of making the wife give it back.

The owner of property who has put it in somebody else's name can get it back under practically one condition only—if he can prove that it was put in somebody else's name for perfectly legitimate reasons, upon the arrangement that the person to whom it was transferred was to act as trustee for the real owner. If that can be proven, the trustee will never be permitted to claim the property as his or her own, for that would be a gross fraud.

How can that be proven? It al-

ways ought to be proven by a written trust agreement. Such matters should never be left to verbal understandings, speaking especially from the standpoint of the actual owner, for it is he that runs the risk rather than the other man. There ought to be a carefully drawn agreement stating why the property is turned over, describing it, and on what conditions it is to be turned back. In many cases this is not done because it would defeat the object of the owner, which is to place his property beyond his creditors' reach. Where a man merely transfers his property to a trustee, he continues to have an interest in it, and his creditors can reach it. But where he does the other thing, and makes an absolute transfer without any tangible string to it, he always runs the risk, as I have pointed out, of not being able to get it back. It is always a risky matter to turn property over to another merely to keep your creditors from getting it.

(Copyright, December, 1914, by Elton J. Buckley.)

Question: C. & E., Lansdowne, Pa.—Some months ago the Bowser Oil Tank Co. sold us a tank,

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we will keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

which two of their men installed, tested and guaranteed to be in perfect order. The tank was in cellar with a pipe running to store to connect with pump. It worked pretty well for a few weeks, till one day the oil man poured in 75 gallons and found the meter only registered 15 gallons.

The pipe connecting oil receptacle in store with tank in cellar had become disconnected and the kerosene was poured into cellar.

The loss to us was considerable. A quantity of our goods were ruined and we were without oil for nearly a week, besides the last oil which we had to pay for. We sent the company a claim for 60 gallons at cost price and they refused to consider it, but sent a man to solder the pipe.

It would greatly oblige us and others of your readers who had



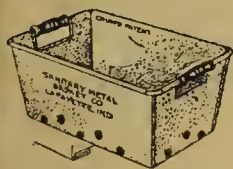
Holly Days
are confection days

MAPLEINE

is indispensable for
flavoring and coloring
bonbons, icings, candies,
ice cream.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.



**Deliver Your
Goods in
Sanitary Metal
Baskets**

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are economical because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

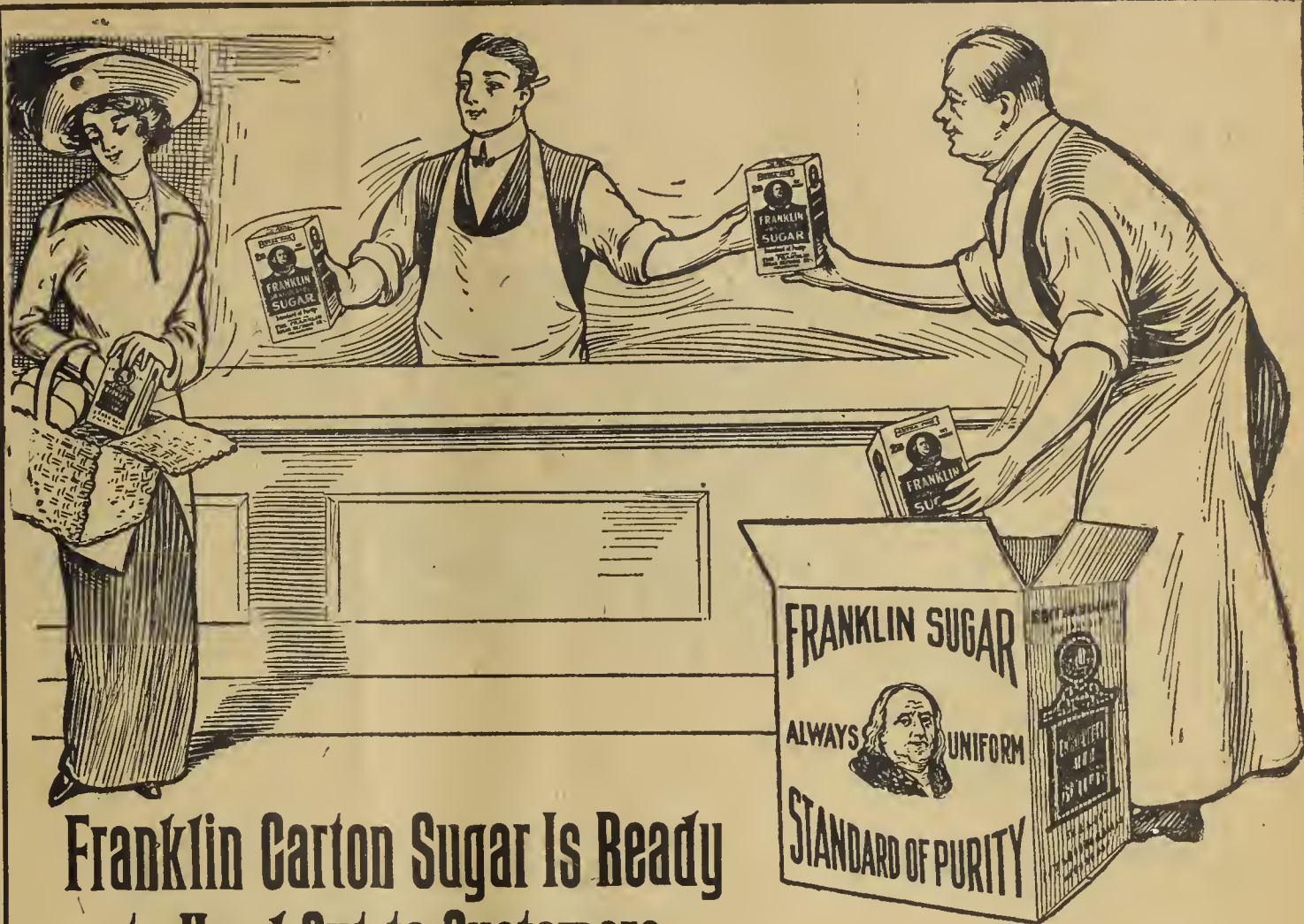
Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day
Sanitary Metal Basket Co., Lafayette, Ind.

**Fleischmann's
Yeast**

IS ALWAYS FRESH

Every time our salesman delivers yeast to your store he replaces any stale cakes he finds with fresh ones. No trouble or expense to you; no complaints from customers — if you sell Fleischmann's.

THE FLEISCHMANN CO.



**Franklin Carton Sugar Is Ready
to Hand Out to Customers**

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy **FRANKLIN CARTON SUGAR** in the
original **CONTAINERS** of 24, 48, 60 and 120 pounds

The Franklin Sugar Refining Company
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

This is one of the firms the sale of whose products helps organize the **Pennsylvania Retail Merchants**

similar experiences if you would give an opinion on the matter through the columns of "Grocery World and General Merchant."

Answer.—The legal liability for this accident rests upon the person or persons whose fault it was that the pipe became disconnected. If it was faulty installation in the beginning, the Bowser Company is unquestionably responsible. If the original installation was all right, but something happened since to disturb the pipe, the Bowser Company is not responsible.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Merchandise Brokers Will Fight New War Tax.

The organized merchandise brokers of Chicago will try to obtain a ruling from the Internal Revenue Department exempting merchandise brokers from the operation of the new war tax law. They will also ask the Department to explain what a broker's contract or sale memorandum is. This is taxed under the law.

Turkish Figs Much Above Normal.

Turkey's Entry Into War Curtails Supply and Advances Price One and One-Half to Three Cents, According to Size.

The entry of Turkey into the European war has had a direct effect upon the market for figs in this country. By reason of it the supply is much below what it was last year, and what it ought to be to satisfy the demand. Prices have also advanced several cents a pound.

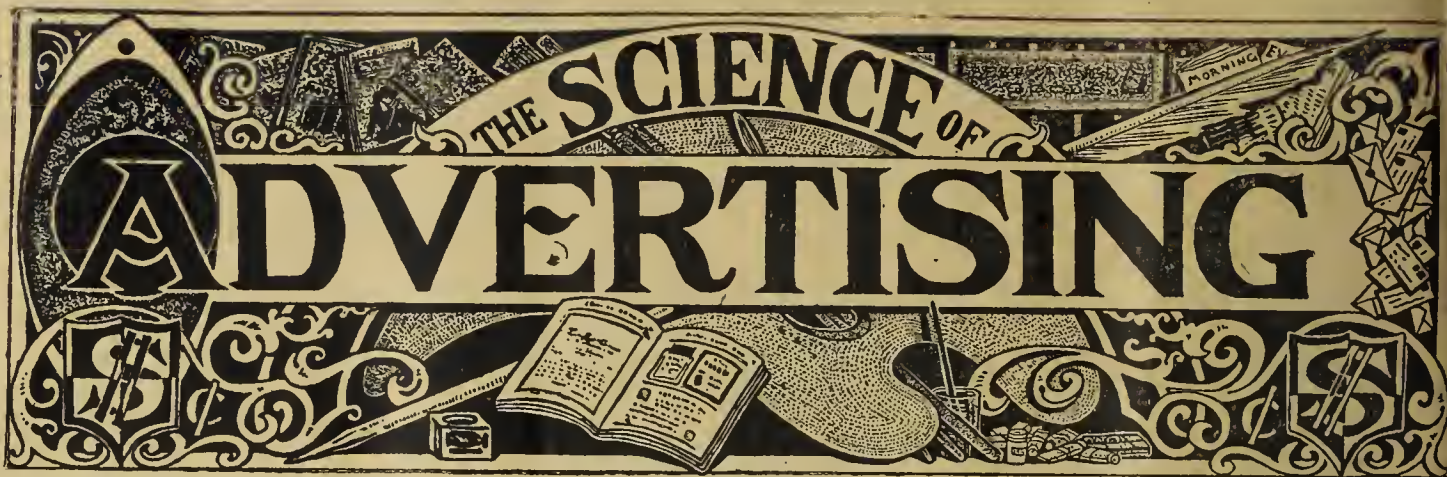
One noticeable factor in the fig market this year is the lack of figs to sell at auction in this country. Numerous small producers in Turkey who formerly sent their figs over here to be sold at auction have none this year, and another element in the case is the new and rigid rules regarding paying for goods in advance which the Turkish banks laid down for American buyers who ordered Turkish figs. They moderated the new rules, however, when the American buyers declared

if they did not they would not buy figs. Figs are from 1½ to 3 cents above normal at the present writing. Five Crowns for instance are usually worth around 11 cents in a

large way. To-day's price is 14 cents. The heavy consumptive demand is not yet on, either.

California figs are of course available, but although they are

good enough of their kind, they do not take the place of the Turkish figs. California figs have advanced slightly in sympathy with the foreign.



I have from the Kuhn Co., Wilkinsburg, Pa., a copy of a very good-looking card used by it, evidently being in-

gain, whether the reason for it is explained to her or not, but I repeat, it must be obviously a bargain. As to

In advertising some of these articles the Kuhn Co. has thought it necessary to state the usual price, but in others it has not. I wonder why not. As I have often explained, the comparison is always of great strength in advertising bargains. When you announce a three-day sale, which of course means a special price sale, and then offer as one of the attractions "White Laundry Soap, box 100 cakes, \$4.25," how is anybody to know whether that is a good buy or not? Of course, a customer familiar with the soap and its price might know, but nobody else would. How much strength a line such as "Never before sold below \$5.25," would add.

The Kuhn Co. also sends me a picture postal showing a photograph of the interior of its store. Judging by the picture, the Kuhn store is some store. I am reproducing it here, slightly reduced, because I know it will be interesting. This appears to be the kind of store we all would like to keep.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

THREE-DAY SALE

Monday, Tuesday and Wednesday, September 21, 22 and 23, only

| | | |
|---|--|--|
| New Crop 1914 Fancy Comb Honey well filled combs 22c comb 3 for 65c | EDITORIAL Present indications point to higher prices for sugar. Government investigation has failed to reveal any conspiracy on the part of sugar refiners. As a matter of fact it is to the advantage of the refiners to keep the price of sugar down. The active bidding of England for Cuba's crop of raw sugar is responsible for the high prices here and as long as this unusual foreign demand keeps up there is no prospect of lower prices. | Bachman's Reading PRETZELS 2 pounds 25c |
| LUMP STARCH 6 pounds for 25c | For Three Days Only 25 pounds granulated cane sugar \$1.98 | Octagon Soap Box of 100 cakes \$4.25 |
| King Midas FLOUR Sack, \$1.95 | ALUMINUM COFFEE PERCOLATOR Two quart size. Makes good coffee. Guaranteed for 20 years. \$1.29 | Okeanos Tomatoes Fancy hand packed in 3 pound sanitary tins Regular price \$1.75 Dozen \$1.60 |
| LENOX SOAP Box of 100 Cakes \$3.10 | K. & B. BLEND COFFEE, 3 pounds \$1.00 | White Laundry Soap Box 100 cakes, \$4.25 |
| Duff's Refined MOLASSES Packed in quart sanitary tins, regular price 20c 2 tins 35c | Aluminum Double Boiler, capacity 1½ quarts Extra Heavy, guaranteed 20 years. While they last \$1.19 | Set of Three Aluminum Sauce Pans Extra Heavy Sizes: 1½ Quart 1 Quart 3 Quart Only a few left. While they last. Set 98c |
| | NAVY BEANS, finest quality. Hand Picked. 5 lbs. 40c | |

Telephones 180
181
182
183
184
The Kuhn Co.

820 Wood Street, Wilkinsburg, Pa.

tended to be mailed. It is printed on very heavy cream cardboard, 7¼ x 9 inches, and folds across the middle, making a shape, when mailed, about the size of some envelopes.

This is a very well printed card. It looks high grade and suggests a high-grade store. I think, however, it could have been strengthened as an advertisement. It purports to advertise a three-day sale, but no reason is given for reducing prices for three days. I think every special event like this ought to be explained, and my experience is that the clearer and more convincing the explanation the better returns will come from the advertising. Of course, a cut price is a cut price, with or without a reason. A consumer is just as ready to buy a bargain that is obviously a bar-

other things not so obviously bargains, she must be told that they are, and told why.



The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—
5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.
J. B. LOSEY, Somerville, N. J.

Offer No. 12.

We have on hand 40 cases of Fire Foe Starch; it is used same as Elastic Starch. Each case contains 72 packages. We are willing to dispose of them for 2 cents per package. They are the regular 10-cent size and were packed in the Southern States.
FRIEDMAN & SON,
142 Amsterdam Ave., New York.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a ten-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash f. o. b. Waynesboro. Everything as good as new.
STANDARD GROCERY Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 14.

We have on hand the following and would like to dispose of same:—
Three hundred packages of "Wonder Cloth," a ready-to-use polishing cloth, specially prepared for cleaning and polishing brass, copper, etc. Retailers for 25 cents; cost \$1.45; will sell at \$1.15 per dozen. Glad to submit samples to any one interested.
W. TERRYBERRY & SON,
Cleveland, Ohio.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.
GODFREY QUEBEL,
Eighteenth and Wingohocking Sts., Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delica-

tessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.
A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.
Also country lard by the can, at 11 cents per pound.
A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank in first-class condition, which I will sell for \$12.00. My object of selling is due to having to replace with larger tank.
W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.
W. L. BENEDICT,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.
BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring, panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.
Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.
Also a brand new cheese cutter, never been used, for \$2.25.
SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. CRAWFORD,
Freehold, N. J.

Offer No. 37.

We have on hand and offer for sale in quantities of not less than 50, 500 fluted aluminum pint molds, well made and strong. Will sell at 7 cents each, which is below cost. Sample sent on receipt of 10 cents.
Also two gross of aluminum orange juice and lemon juice extractors, which we offer at \$5 per gross. Address Box 174, Montclair, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.
S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
MULLISON GROCERY Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?
ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for \$7.50, as I have no use for it.
L. F. HARPER,
Richlandtown, Pa.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.
P. B. STEININGER,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for \$2.75 per box, f. o. b. Atlantic City, N. J.
L. A. BACON,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for \$7 cash, f. o. b. Donaldson.
L. T. JONES,
Donaldson, Pa.

Offer No. 47.

Having no use for a Templeton Cheese Cutter, which we paid \$20 for, will sacrifice for \$5, f. o. b. Meadville, Pa.
JACOBS BROS.,
Meadville, Pa.

Offer No. 48.

Eighteen quart tins of Rae's Olive Oil. Will sell at 50 cents per quart; in good condition.
Also, 25 gallons of Porto Rico Molasses.
S. E. HUBBS,
836 N. Sixth St., Camden, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Do You Know

of any truly successful store which does *not* use Electric Light?

☞ Electric Store Lighting is not only good lighting, but it is *good advertising*.

☞ The Electric Lighting System for your store need not be expensive—in fact, if you use the new Mazda lamps equipped with proper reflectors, you will have a very economical installation. We will be glad to plan your lighting system without charge or obligation.

The Philadelphia Electric Company

Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS bring results; never thrown away. Sample, \$1.08 gross up. Grabill & Co., Lancaster, Pa. 1

WANTED

WANTED.—Cheap, accurate machine to measure cloth in bolt. Suitable for invoicing rolled cloth. Address F. A. Crabtree, Ceres, Va., Route No. 2. 1

WANTED.—A butcher's refrigerator, about 4 x 6 or 4 x 7 feet, at a reasonable price. What have you? Address G. A. Hussey, 336 Dorrance St., Bristol, Pa. 23

WANTED.—To buy a used adding machine. Price must be reasonable. Address Geo. Minschwaner, Trenton, N. J. 26

WANTED.—A second-hand bag rack. Address F. J. Klick, 2226 Holland St., Erie, Pa. 23

WANTED.—A standard late model typewriter. Address W. M. Focht, 157 High St., Pottstown, Pa. 26

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

STORES

FOR SALE.—Corner grocery and meat market, established in 1870. Stock at invoice and real estate on terms. This is a cash business and in good shape. I want to retire and go South. Address John Sebastian, 412 W. Eighteenth St., Erie, Pa. 1

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet; two baths, three toilets, hardwood floors, gas and electricity. Also bungalow, with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$475. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—American slicing machine. Recently overhauled at factory where it was manufactured. Machine is in first-class condition. Bargain. Going out of business or would not sell. Address Elizabeth A. Gridley, 418 Thirty-sixth St., Brooklyn, N. Y. 24

FOR SALE.—One Hallwood cash register at a bargain. Address S. E. Hubbs, 836 N. Sixth St., Camden, N. J. 24

FOR SALE.—Stock and fixtures, \$1,800; rent, \$35; established 30 years; best town in Eastern Pennsylvania; population of 60,000; cash or part cash and good security; owner going West. Address B. M. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—One balancing scale in good condition. Will sell for \$8. Will pay freight charges. Address Fred. J. Klick, 2226 Holland St., Erie, Pa. 26

FOR SALE.—One Enterprise coffee mill, with 25-inch wheels, standing five feet high, in best condition, used only a short time. Will sell for \$10; cost \$30. Also one rotary beef cutter, with self-sharpener attached; cost \$25, will sell for \$5; both f. o. b. Ambler. Address Jos. J. Harton, Ambler, Pa. 23

FOR SALE OR EXCHANGE.—One 14-syrup Lippincott fountain, one carbonator (water power), with water motor, two fans, two marble slabs and sink complete; outfit cost new over \$2,000; will sell outright or exchange. Also one 10-syrup fountain, with rocker and everything complete. Make offer. Address Atco Stores Co., Atco, Ga. 26

MISCELLANEOUS.

FOR SALE.—Holly wreaths. Can fill orders for above in any amount. Address W. E. Jones, Greenwood, Del. 25

FOR SALE.—A complete coffee roasting plant, with fancy groceries, in manufacturing suburb of Philadelphia; \$1,650. Address B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 23

FOR SALE.—Fancy hand-picked Fallwaler apples; will keep till spring. Should like to get in communication with some retail trade. Can ship any quantity, from a barrel up and the same day order is received. Address A. S. Anthony, Mauch Chunk, Pa. 26

FOR SALE.—Six mahogany tables, as used in restaurant; also electric fixtures, cheap. Address A. F. Bickley & Son, 520 N. Second St., Philadelphia. 26

FOR SALE.—Holly and holly wreaths. Can fill orders for above in any amount. Address Luther G. Welch, Bridgeville, Del. 24

AUTOMOBILES

FOR SALE.—One five-passenger Rambler touring car. This car has been well taken care of and is in good condition, with top, windshield, tool box, extra tires, tubes, etc. Would make excellent delivery car, as it has a large, roomy body. Will sell cheap, as we are about buying a new car. Address J. W. Kraft, 620 E. Chester Ave., Lancaster, Pa. 26

HELP WANTED

WANTED.—Want to find some merchants in large towns and cities to handle first-class eggs. I am getting about two or three crates per week. Address J. E. Elliott, Bridgeville, Del. 3

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

SITUATION WANTED

WANTED.—Manager and buyer of general retail store, now doing an annual business of \$150,000, desires to make a change after January 1, 1915. Fifteen years experience as successful buyer and manager of general stores, with best of reference as to ability, etc. Reason for wanting to make a change fully explained. Address W. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

1845

Doesn't This Date Tell You Something?



'This is the date Knight's Cooking Extracts first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for Knight's by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT'S
Cooking Extract Co

No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

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Coffee Week Didn't Do Much, Though it Did Something

Chairman Wright of the Committee on Coffee Week of the National Coffee Roasters' Association Says Chief Obstacle Was First the Indifference of the Big Coffee Roasters, and Second the Indifference of the Retail Grocer. Two Letters From Retailers Showing Coffee Week Possibilities.

As to results from Coffee Week: The committee found some indifference or lack of interest in the matter of Coffee Week, arising from lack of confidence in the idea, or for some other reason. It is not to be wondered at that the retail grocer failed to respond to our energetic efforts to enlist his attention and co-operation when the members of our own National Coffee Roasters' Association showed so much indifference, many of them responding only when aggressively and persistently plied with letter after letter by our executive officers, who worked most valiantly for the cause of Coffee Week. On the whole, however, I feel that a reasonable amount of interest was finally shown by our membership and for that the committee feel very grateful.

Coffee Week is just what the members of the National Coffee Roasters' Association make of it, either a flat failure or a splendid opportunity to concentrate. That's why we have "Raisin Day," "Apple Day," "Watermelon Day," "Patriot's Day," "Tree Planting Day" and numerous other days that score to some account in the year's round-up of days. Coffee Week seemed none too long a period to allow for complete observance, which, obviously to clinch matters, should consist of every dealer possible not only making an exhibition of the article in question, together with printed matter, but should include actual making and serving of coffee. Few dealers took sufficient interest to do this and as a natural consequence the full benefit of Coffee Week was not forthcoming.

The principal obstacle to the full observance of Coffee Week was the indifference of the average retail grocer. The live grocers met our appeal for co-operation with interest and enthusiasm; the average grocer was in most instances ready to be shown and wanted the way pointed out—the dead ones were found to be about hopeless. Our

failure to interest the latter class, and they are, I am sorry to say, in the majority, was perhaps largely our own fault. No amount of printed matter or correspondence would wake up this kind of a dealer. We can mostly rely only on the personal interviews and the persistent heart to heart talks of our salesmen on their regular trips to reach the larger class of coffee distributors, and I am sure if Coffee Week is repeated we need not expect satisfactory results unless our salesmen co-operate fully and add their personal assistance in spreading the gospel of Coffee Week.

The circulation of printed matter, newspaper publicity and trade journal advertising are all only helpful items in the great work and all will fall flat without the live, aggressive and enthusiastic personal efforts of our representatives who come in actual contact with the trade. There must be upwards of 10,000 salesmen interested in the sale of coffee to the distributing trade, and their influence for good is the greatest factor we have to deal with in any attempt to make Coffee Week a success.

We should remember that we ought not to expect our salesmen will be enthusiastic unless we first have that enthusiasm and the ability to impart it to others. Now if we are not ready and willing to co-operate fully in this matter as members of the association, let us not again vote to observe Coffee Week as a part of the association's work.

Just to illustrate the possibilities of Coffee Week, if rightly understood and appreciated by the retail merchant, I will read two short letters from dealers (unsolicited) which were received by one of our members recently—one is from Oregon, the other from Pennsylvania:—

Astoria, Ore.

Gentlemen:—We have received the literature and material for window display advertising — coffee for Coffee Week, and have placed the same in the window of

our grocery department. In addition, we have had slides made and placed in the two leading picture show houses of the city, and are doing all we can to make our customers users of — coffee.

With best wishes for increased business, we are.

Erie, Pa.

Gentlemen:—I send you herewith picture of window display. The picture does not do the work it should. This display should have been seen personally to really appreciate the effect. Each window held 150 pounds of coffee, the rear of the windows was draped in blue and white, Old Glory hanging overhead in each window. These windows, with their red, white and

blue and the shiny new cans, made an elegant display, attracting the attention of everyone who passed. This, together with our newspaper advertising, sold 280 pounds of coffee during Coffee Week, October 19th to 24th. The effects are felt *this week* to the extent of 100 pounds of coffee. This is a wonderful gain in a *better* grade to us, as we only sold two cases of coffee per month before this coffee boom.

GEORGE S. WRIGHT,

Chairman Coffee Week Committee of the National Coffee Roasters' Association.

Boston, Mass.,

December 2, 1914.

Here is the Government's Parcel Post Food Scheme

Post-Office Department Launches Plan to Teach Consumers to Buy all Possible Food Products From Producers by Parcel Post. Details of the Plan, Including Rather Wide Range of Products.

In various sections of the country, chiefly in and near the large cities, the Post Office Department is now working its plan to teach consumers to buy everything they can in the way of food products direct from the producer. The plan as it is being worked in Philadelphia is typical of the way—it is being worked everywhere. The local post office sends the following to all consumers:—

To the Household of ———:—

For the purpose of bringing about closer relations between producer and consumer, and affording the householders of ——— an opportunity of dealing direct with the farmer, and obtaining a better grade of food products, we have established in the ——— Post Office, by authority of the Postmaster-General, what is known as the "Farm to Table" system.

The plan is in the interest of the public welfare; and has for its object the reduction in the present high cost of living, the opening of a new and ready cash market to the farmer, and the delivery of a pure and fresh grade of table edibles to the consumer. By this means, commodities, such as butter, eggs, poultry, fruit, vegetables, etc., may be ordered directly from the producer and delivered at your residence by parcel post.

To assure consumers the receipt of their orders in good condition, articles will be packed in specially made boxes, baskets or other containers, so constructed as to properly protect its contents, and every endeavor will be made by the post office to effect prompt delivery. Perishable matter will be delivered on Sundays in addition to the daily deliveries.

If you are interested in this proposition and desire to avail yourself of the excellent opportunities afforded, please fill in the attached application and mail to the Postmaster, ———, "Farm to Table," and we will gladly send you our "Parcel Post Produce List," which contains the names and addresses of

producers who are prepared to deal directly with consumers.

Respectfully,

Postmaster.

December, 1914.

The "Parcel Post Produce List," which will be changed and added to from time to time, goes to everybody who writes in for it. At the top appears the following explanation:—

The following list should be carefully scanned. A postal card or letter addressed to one or more producers will afford the consumer an opportunity for making comparison of prices quoted.

Delivery of orders will be promptly expedited by this office, thereby insuring to the consumer fresh farm products.

For the sake of convenience, the following list of producers has been arranged alphabetically and classified under the products they have for sale. It will, therefore, be well to remember that the name of some producers appear under two or more classes of products.

The list of names is classified under "Eggs," "Butter and Eggs," "Poultry," "General Produce," "Fruit" and "Miscellaneous." Under the latter appear the names of producers who sell nuts, pork products, cheese, wild game, flowers, corn meal, squabs, apple butter and honey, canned fruit and home-made pies and cakes, tobacco, preserves and jellies, berries, scrapple, sausage, cider, beets, potatoes, canned tomatoes, vinegar, lard, evergreen oysters, asparagus, clams, flour and meat. The Department is giving Philadelphia consumers names in Pennsylvania, New Jersey, Delaware, Maryland and Virginia showing how far afield shipments are being arranged for.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 13

The retailer who signs a specialty order for an excessive amount of goods is courting several kinds of trouble. His jobber may for perfectly good reasons not feel like shipping so large an order; and even if it is shipped, the retailer may not be able to sell it, though he will have his money locked up in it. Of course he cannot fairly ask anybody to take the goods back.

There is never any good reason for overloading yourself with a specialty—you can always reorder if you need to. A possible slight difference in the price isn't worth the risk and the extra investment.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestler, Reiff & Co., 36 S. Front St., Philadelphia

Drake & Co., Easton, Pa.

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

Both Pennsylvania and Federal Weight and Measure Departments Now Make Right Decision as to What are Bulk Goods Under Net Weight Law

Former Attitude of Both was to Consider any Goods Put Into Containers as Package Goods, Requiring to be Marked, Even Goods Sold From Bulk in Retail Stores and Put Into Paper Bags. New Rulings Make Complete Reversal of This.

The Pennsylvania State Weights and Measures Department, which will enforce the new Pennsylvania Act of 1913, providing that "if in package form," goods must bear on the label a statement of weight, measure or numerical count, has made a ruling during the week which reverses a former one regarding the status of goods sold from bulk in retail stores, such as sugar, prunes, rice, etc., and put into bags, etc. Up until the making of this decision the Department had taken the position that such goods, if put into bags or other containers, as of course they always were, were package goods and would have to be marked. Chief Sweeney, head of the Department, said this in a recent address before the Philadelphia Retail Grocers Association. The "Modern Merchant and Grocery World" has always contended that such goods were bulk goods and did not need to be marked in any way whatever. The decision just rendered now confirms this. It is as follows:—

Commodities sold from bulk and weighed or measured in the presence of the customer need not be marked with the quantity of the contents; but where the dealer for the purpose of facilitating business, puts up packages of rice, sugar, coffee, etc., and places them on the shelf already wrapped and packed, it will be necessary for him to mark the quantity of the contents on that class of goods, as they would then be regarded as package goods.

The "Modern Merchant and Grocery World" regards this decision as absolutely sound and logical, but the former one was not.

Up until very recently the Federal Department which will enforce the new Federal net weight act has also manifested a tendency to consider all goods which were put in any sort of a container package goods. The "Modern Merchant and Grocery World" pointed out at the time that as everything was put into

some kind of container for shipment or delivery, the ruling made package goods out of everything, which was clearly not the law's intention. The Department's attitude has now been changed, and in a ruling made a few days ago it decides that goods not regularly put up in small packages but only put in containers for convenience, will not be considered package goods and need not be marked. The ruling is as follows:—

When food products are put up in containers of definite or approximately uniform size or quantity of contents, which serve as units of quantity for the purpose of invoice or sale, it would appear that such products are in package form and should be marked in accordance with the requirements of the amendment of March 3, 1913, to the Food and Drugs Act.

Upon the other hand, when natural products are invoiced and sold in the aggregate by their actual weight or measure, and are placed in containers solely for convenience in handling and shipping, that is, where the products are not divided in units similar in size or quantity of contents and are not sold by the container as a unit, and remain in a condition such that any desired quantity may be taken for sale, there appears some doubt as to whether, under these conditions, the products are food in package form within the meaning of that amendment. For the present the Department will recommend no proceedings under the Federal Food and Drugs Act solely upon the ground that such products, so packed and shipped in interstate commerce, or otherwise brought within the jurisdiction of the Food and Drugs Act, bear no statement of the quantity of the contents. If it be found hereafter that the omission of marks stating the quantity of contents on such containers is being used as a means of perpetrating a fraud or deception, it will be the obvious duty of the Department to seek decisions of the courts that will enable it to accomplish one of the principal purposes of the Food and Drugs Act, namely, the prevention of fraud and deception.

Furthermore, irrespective of whether or not fraud or deception, results from failure to mark on such containers the quantity of food contents contained in them, should the Department later be of the opinion that the food products so packed in containers are food in package form within the meaning of the law,

public notice of not less than two months of such opinion will be given, in order that the package may be marked accordingly.

November 1914 Failures Show Large Increase in Grocery and General Stores.

Liquors One of Very Few Lines Showing Fewer Failures This November. General Store Failures Over Twice Last Year's for Same Month.

The official Dun report of the November failures in all mercantile lines is at hand. It shows a very surprising increase in failures in most lines, general stores showing the greatest, the November, 1914, being just about twice those of November, 1913. The liquor failures were 79 in November, 1914, and 80 in the November, 1913.

The figures are as follows:—

General Stores.—November, 1914, 222; liabilities, \$2,348,890; November, 1913, 110; liabilities, \$714,667.

Groceries.—November, 1914, 309; liabilities, \$1,532,710; November, 1913, 220; liabilities, \$1,115,541.

Clothing and Furnishing.—November, 1914, 142; liabilities, \$1,256,403; November, 1913, 108; liabilities, \$1,001,797.

Dry Goods.—November, 1914, 75; liabilities, \$527,702; November, 1913, 67; liabilities, \$1,642,871.

Shoes, Etc.—November, 1914, 48; liabilities, \$325,205; November, 1913, 33; liabilities, \$555,115.

Hardware.—November, 1914, 34; liabilities, \$445,701; November, 1913, 24; liabilities, \$252,287.

When You Move Into a New Property See That There Are No Old Gas or Electric Bills Against It

If There Are You Will Probably Have to Pay Them. Two Interesting Pennsylvania Cases Which Show the Need of Caution in This Respect.

There has been a couple of court decisions in Pennsylvania recently which show that any man who rents a business place, or even a house, should first see that the prior tenant has fully paid up his gas or electric light bill, otherwise the incoming tenant may have to do it before he can get gas or electricity for himself.

One of these cases transpired in Venango County, Pennsylvania, and had to do with supplying gas. A new tenant moved in a business building, and when he asked the gas company to turn on the gas, was told that he must first pay a back bill which the former tenant had left. He objected, and the matter got in to the court, which held that the gas company did what it had a perfect right to do. The court said "the gas company has the right to refuse to supply gas to a tenant for failure to pay a former tenant's gas bill, if the incoming tenant, before going into possession, had notice of the rule of the company regarding non-payment of its bill." It was in evidence that for twenty years the gas company had printed on its bills the fact that a new tenant would have to pay all delinquent bills

standing against the property before he could get gas for himself. This the court said was notice of the rule.

The other case was in Northumberland County, Pennsylvania, and concerned electricity for lighting. Here a man rented a cigar and confectionery store and the electric company refused to turn on the current until he should pay a bill that the former tenant had left. The new tenant refused, and in this case was upheld by the court, not because the electric company had no right to make such a regulation, but because there was no evidence that the new tenant had any notice of it when he moved in. The company had not printed its regulation on its bills, or in any other public way, as the gas company had, and therefore its effort to enforce it failed. Of course immediately after this decision the electric company doubtless did make the publication which will give it standing in future cases.

Most gas and electric and other public service companies in other States have a regulation like this, and the law would doubtless be the same there as in Pennsylvania.

The New York Letter

Organized Retail Grocers' Reasons for Opposing Public Markets. Interesting Case Growing Out of Mailing False Credit Statements. Merchants' Association Considering Pure Fabric Bill. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Dec. 11, 1914.

The organized grocers of Greater New York who, as recently stated in this correspondence, are very bitterly opposing the city plan of establishing free markets, have issued the following explanation of their stand:—

1st. That the free markets, as at present established by Borough President Marks, deceive the public, as they are not in any way what they are claimed to be, Farmers' Markets, nor do they reduce the cost of living.

2d. They are an increased burden on the taxpayers of the city.

3d. Unfair competition, from the fact that outsiders are allowed to do business without paying rent, taxes, and do not in any way help to pay the expenses of the city administration.

4th. Unsanitary conditions exist, which, if the retailer who pays rent conducted his business on the same lines, would be haled to court and fined for disobeying the health regulations of the Health Department.

The third and fourth reasons, particularly the third, are generally admitted to have considerable weight. Undoubtedly outsiders who are allowed to come into the city and offer goods in competition with the established retailers should not be given any advantages affecting the expenses of doing business, which are denied the regular retail stores. If this fundamental rule is not complied with, there is, of course, gross favoritism, and when this favoritism is practiced by a municipality, it becomes an outrage. By this same token, as urged in Reason 4, the market should be held to the same sanitary standards as apply to the retail stores.

Advices have reached this city during the week as to a very interesting case brought by a New York concern in the United States Court at Cincinnati, Ohio. The case was one in which the defendant had obtained credit on the strength of a false statement as to the firm's financial condition. The prosecutors were Messrs. Naumberg & Co., bankers, of this city, and the defendants were Bettman-Johnson Co., of Cincinnati. The latter company failed in August, 1913, and it subsequently developed that just before the failure the firm had obtained considerable additional credit from Naumberg & Co. and other banks by a false statement as to its finances.

The case was one of the very few to be brought so far under the new decision that the mailing of a false statement as to financial condition is a felony under the United States law. In this case it was established that Bettman-Johnson Co. mailed their false statement to the New York bankers, and

therefore the case was really prosecuted by the Post Office Department, the charge being the sending of fraudulent matter through the mails.

Morris L. Bettman, the president, was found guilty and sentenced to two years in prison.

The committee of the Merchants' Association, which considers questions of commercial law, has appointed a sub-committee to consider various bills now pending in Congress to establish standards of purity for fabrics, along the same line that food laws establish standards of purity for food.

There are several bills now pending in Congress which would require all fabrics to be labeled so as to state the

materials entering into their manufacture. The best-known of these is the Myers Bill, which has been favorably reported by the Senate Committee on Manufactures, and is likely to have early action.

The Merchants' Association seems inclined to oppose these bills, at least in part, on the ground that practically all of them contain requirements which the manufacturers and jobbers (who largely compose the Merchants' Association) contend are impracticable.

SUMMARIZED MARKET CONDITIONS.

Tea steady to firm, especially cheaper grades. Demand of the latter for export, active. Other grades unchanged and quiet.—Coffee quiet after sharp advance, with tendency now to ease off. Consumptive demand moderate, at prices slightly above a week ago, but fractionally below the highest point.—Sugar unchanged; raws steady; refined dull, at ruling quotations.—Prunes firm, with advancing tendency on active export demand. Other dried fruits quiet, but steady. Currants a little firmer than the rest.—Canned goods unchanged.

Cheap peas inclined to be firm through scarcity.—Wheat weak in spite of heavy continuous export demand.—Flour dull, and will be until after the turn of the year. Prices tending downward.

PATENTS

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Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

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VOGT'S PHILADELPHIA SCRAPPLE

LIBERTY BRAND

Select Pork and Fancy Cornmeal The Only Canned Scrapple

deliciously flavored with pure spices.
A quick meal—only taking two minutes to prepare.
Cooked, full flavored and packed hot in Sanitary Cans. Guaranteed to keep until used. Not affected by changes in temperature. Each can contains 26 ounces net weight solid food—a meal for six persons.
A nourishing, substantial and economical favorite for breakfast or luncheon.

A wonderful opportunity is offered to the live dealer as, owing to the extreme high prices of all staples, there is bound to be a great demand and the profits are large. A quick seller and sure repeater. Send order either to your wholesaler or to us mentioning his name.

\$1.80 per Dozen — 2 Dozen to case
FREIGHT PREPAID ON 5-CASE LOTS
We will be pleased to send you free a couple of sample cans for use in your own home to test it, on request.

PHONE, PRESTON 4913
F. G. VOGT & SONS, Incorporated
30th and Race Streets
PHILADELPHIA, PA.

F.G. VOGT & SONS INC. PHILADELPHIA

WITH THE EDITOR

Here is a brief dispatch from Ohio about a very important matter:

Another Limited Price Decision. Cincinnati, Dec. 5.—Holding invalid the contracts entered into by the Ford Automobile Co., of Detroit, with its agents, whereby the resale price of Ford automobiles is fixed by the Ford Co., United States District Judge Hollister orders the dismissal of the bill of complaint filed by the automobile company against the Union Motor Sales Co., of Dayton, Ohio.

In the suit, which is of importance to the automobile trade, the Ford Co. sought an injunction against the defendants to restrain them from representing that they could sell Ford automobiles for less than the regular list price of the company. Judge Hollister found that no contracts of a similar character had been passed upon by the Supreme Court, and that the defendants had a legal right to buy and sell the automobiles as they did.

In the State of Washington there is a decision to the contrary. That case was reported in this paper when it happened. Readers will note that the United States Supreme Court has not yet passed upon the right of a seller to make a contract *with his own immediate buyer*, binding the latter to resell at a certain price. The writer has always believed and contended that every seller had such a right, because he could refuse to sell his goods at all, and it was long ago established that when a man can sell or refuse to sell he can make conditions *when* he sells. We believe one of the conditions he can make is that the product must be resold at a fixed price. We confidently expect the United States Supreme Court to so find when the

question gets there, as it is sure to very soon now.

For some time no liquor has been sold legally in the State of West Virginia. The net business result to date is thus summarized by the Temperance Society of the West Virginia Methodist Church:—

Business is immeasurably better in the State than under the reign of the saloon, according to the testimony of 27 leading bankers.

Saloon properties and breweries are being used for stores, restaurants and businesses that, in many cases, employ more men than the liquor traffic supported.

Working men in the business and mining sections of the State have started banking accounts, and are increasing them week by week.

Wheeling has experienced a building boom greater than at any former period in the history of the city.

Arrests in Wheeling and in Clarksburg have fallen far below the number for the corresponding months a year ago. In Wheeling, the total number of arrests for all causes in September, 1914, which was 98, was fewer than the number of arrests for drunkenness alone in the corresponding month last year, 115.

In Clarksburg, the number of arrests for drunkenness in July, this year, the first month of prohibition, was only seven; last year July's record of arrests for drunkenness was 138.

A shoe dealer in Wheeling, in whose block there were 14 saloons, reports that his sales have increased 35 per cent. since prohibition went into effect.

There is no doubt about it; rum is the canker that undermines business. Wherever it is sold legitimate business is poorer than it would otherwise be, and wherever

its sale is stopped, business immediately improves. Every business man in the United States ought to be a canvasser for prohibition.

What is getting to be the matter with local jobbing houses, especially those who deal in butter, eggs and dairy products? Two recent incidents arouse the inquiry.

A short time ago the new Hotel Brunswick was opened at Lancaster, Pa. Lancaster, let it be said, is a produce center. One would think that anything in the way of dairy products and poultry that one could get anywhere, could be bought right in or around Lancaster, yet the new Hotel Brunswick placed its opening order for these supplies with a New York house. The same house, it has also developed, regularly supplies ten Atlantic City hotels with similar supplies.

One would think there would be concerns in Atlantic City who could hold the local trade, or if not, that there would be somebody in Philadelphia who would do it, yet apparently the local and nearby local houses cannot meet the competition.

The same thing happened when the new Ritz-Carlton opened in Philadelphia. With Philadelphia full of first class concerns, the opening order for dairy products and poultry was placed in New York. Remembering that when an outside concern buys in New York double freight usually has to be paid by

somebody, it is hard to understand why local trade should escape like this.

We are really not much interested in the squabble between the "Journal of Commerce," of New York, and the "Wholesale Grocer," of Chicago, as to whether

"Canned Goods Week," which the latter paper largely engineered this year, is a good thing. We are, however, somewhat interested in the general cause of consistency. When then the "Wholesale Grocer" forgets the point of the controversy and rails at the New York paper because it wrote "officials *has*," instead of "officials *have*," and because it wrote "the management *size up*," instead of "the management *sizes up*," stating that this is "in violation of all the rules of grammatical construction," and would send the New York paper "to the foot of the class in the third grade of the grammar school anywhere in the country," we feel like remarking that the "Wholesale Grocer" in the very article in which it tried to be so cutting toward the "Journal of Commerce" for its bad grammar, said "Poor old Speckle *don't* believe," instead of "doesn't believe, and "It * * * *don't* seem to know it," instead of "It doesn't seem to know it."

Before pointing the finger of scorn at one's brother, one should be very sure that there is no yesterday's egg on his own whiskers.

This Question Ought to be Settled

I wish the most revered Supreme Court of the United States would make an extraordinary effort to get busy and solve *forever* all phases of the question whether a manufacturer can fix the price at which his goods must be resold. The law is in fearful confusion about this. In California and Washington the court has said it could be done. In Minnesota the court has just said, in a Ford automobile case, that it could not be. The United States Supreme Court itself

has said that it could not be done in some cases, but it left half the question undecided and nobody knows what to do.

The Victor Talking Machine Co. is the latest concern to *try* to get it settled. It has just begun a suit against R. H. Macy & Co., a New York department store, to stop them from cutting the price of Victor machines and Victor records. The Victor people say their products are patented and when they sold Macy & Co. they merely licensed

them to sell at the regular fixed prices. Cutting prices was a violation of the terms of the license.

I suppose the Victor Co. has the trade tied up tighter as to the price of its machines and its records than any other house in the United States. Outside of Macy & Co. I don't remember one case in which anybody ever cut prices below the regular list. As each court decision has come out, making it more and more uncertain whether they had the right to do that, the Vic-

tor concern has gradually changed its limited price plan—brought it up to date, as it were—until now when it "sells" you its goods it doesn't sell you at all. It merely grants you the possession and use, which are yours as long as you comply with certain conditions, one of which is to hold the price. The title to the goods you "buy" never passes to you, under this strange and wonderful contract—all you get is the right to the possession and use. What you pay in ex-

change for this is no longer called the price; it is "royalty."

Of course after this case is decided in New York, it will go to the United States Supreme Court, where it will lie for a long time before being reached. Meanwhile we will continue to be at sea. There is also another thing to say—no matter what the final decision is, it will be based upon the fact that the Victor products are patented articles. Therefore it will not touch the myriad of unpatented proprietary articles which present the same problem. E. J. B.

Do Not Mix Turnip With Horseradish or Artificially Colored Smoked Fish.

In the service and regulatory announcements of the Bureau of Chemistry, United States Department of Agriculture, a statement is published that the addition of turnip to prepared horseradish will be considered an adulteration under the Food and Drugs Act, unless the product is labeled as a compound, with a plain statement of its ingredients. In the same publication the Department expresses an opinion that the addition of artificial color to smoked fish, as usually practiced, results in concealing inferiority and is, therefore, a violation of the Food and Drugs Act, even though the use of artificial color is declared upon the label.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Does Not Believe in Repealing the Pennsylvania Mercantile Tax Law.

Washington, Pa., Dec. 8, 1914.

To the Editor.

Dear Sir:—I understand there will be an effort to have the mercantile license law repealed by the Legislature this winter. As I think this is a mistake, I will give my reasons.

While Pennsylvania is the only State in the Union where this manner of raising taxes is in force, in almost every other State merchandise in the possession of merchants is assessed and pays local taxes, the same millage as all other personal and real estate. In Ohio, Indiana, West Virginia and Virginia, a \$4,000 stock of goods pays just as many dollars in taxes as a \$4,000 house and lot. And why should it not? In most States an automobile pays a State license and local taxes on valuation. In our State we pay a State license only. Now, if the mercantile license is repealed, our Legislature will be almost sure to pass some law whereby stocks of merchandise in the hands of wholesale and retail dealers will be assessed for local and, maybe, State taxation. I

think we had better let well enough alone. We now pay local taxes on our delivery horses and none on our delivery trucks.

If this matter is once opened up there is no telling where it would end, as we well know from laws enacted in the past. In our case, local taxation is almost 3 mills, and our taxes would be about three times as much as we now pay in mercantile license; and we guess there are few cases where it would be less than twice as much throughout the State. The talk is, that one reason for wanting the law repealed is that the merchants now perjure themselves, that is, make false returns as to the amount of their annual business or sales. Now, I take it that a man that will perjure himself to save a few dollars in mercantile taxes one day in the year, will perjure himself the other 300 days to make a few dollars, if the occasion warranted, and if we were to have a law making merchandise subject to taxes, the same men would perjure themselves as to the value of merchandise on hand for a like reason, to save a few dollars in taxes.

We hear that only about 50 per cent. of the money collected by the State ever

becomes available for State use, the other 50 per cent. being consumed in the operation of collecting. There are two items of expense that should be eliminated and a law made to repeal these two expenses. Some favored newspaper in each county publishes the names of firms doing business in their county, usually some time during the winter, but the license does not become due until July 1st. This is a useless expense; a better way would be for the appraiser in each county or district to mail blanks, say, 30 days before he (the appraiser) visits each firm subject to pay the license fee, and collect the money at the time he calls on each business place. That would eliminate the second fault with the present law and save thousands of dollars to the State. As it is now, there are quite a few small places and some larger ones that are out of business in each county at the time the license becomes due (July 1st) that made returns to the appraiser in January. These claims are sent to a justice of the peace for collection in several central localities in each county, and not being able to make collections, he charges the expenses to the State, something like \$2 to \$2.50 on each claim. This expense amounts to several hundred dollars in our county, and must be a very large total in the State. Cut out these two expenses and more than 95 per cent. will be available for State use.

Now, I know it is a hard matter to take away any pap from political newspapers, so would have a law passed to publish the names of all persons making returns to the assessor as owners of one or more dogs. I believe in this way there would be ten dogs returned where one is returned now. If the owner did not return their dog or dogs, their long-suffering neighbors would see to it that they were returned, so each owner pay taxes on all the dogs he owned.

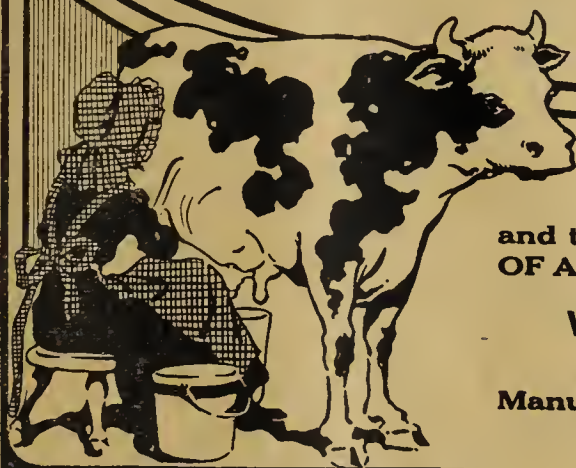
Read What One of Our Dealers Says About Dandelion Brand Butter Color

WELLS & RICHARDSON COMPANY, Burlington, Vermont.

Gentlemen:—I have grown so accustomed to making steady profits from DANDELION BRAND BUTTER COLOR that I find I have been neglecting to push its sale.

At my son's suggestion I made a window display of DANDELION BRAND last week. The big profits that resulted surprised me. I am going to display DANDELION BRAND BUTTER COLOR from time to time.

Cordially yours, W. G. ROBINSON.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

The Profit in the WRIGLEY Package

Nothing pays you a profit until you sell it. Wrigley's is already sold before you buy it—sold by one of the heaviest consumer advertising campaigns in the world.

Into the WRIGLEY package we put the best gum that can be made—behind each package we put a silent, consumer ad. salesman. The sales are sure, the profits certain—and that is our idea of real co-operation with our distributors—the Retail Merchants.



THE PENNSYLVANIA PLAN

is a new idea in co-operation—Pennsylvania merchants enthusiastic distributors. We are working to make a bigger demand for WRIGLEY'S in Pennsylvania than ever before. If the merchants will link their efforts more closely to our advertising—display



where every one will see it—their increased interest added to our increased efforts should double the sale of WRIGLEY'S—and that means more than double profit to our distributors.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S is double strength—double wrapped and sealed to preserve its freshness and flavor—and every package contains a coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

I do not think more than 5 per cent. of the dogs in this town now pay taxes.

Yours truly,
W. J. WARRICK.

The "National Mercantile Co., Ltd." Again.

Hazleton, Pa., Dec. 4, 1914.

To the Editor,

Dear Sir:—Will you please advise me whether the firm, the National Mercantile Co., Ltd., home office Winch Building, Vancouver, Canada, is O. K. or not? I have been asked about it and was not in a position to reply, and I have at present some of their pamphlets, and the way they show things it pays large profits, some people very nearly doubling their money in from five to eight months.

Please let me hear from you by letter, and oblige,

Yours truly,
H. L. WERKEISER.

We have had several inquiries about this concern, but have not been able to learn anything. We have examined its contract, however, and advise thinking a long while before investing any money.

A Belated Contest Ad.

Moorestown, N. J., Dec. 4, 1914.

To the Editor.

Dear Sir:—I am submitting this to be entered in the ad. contest of J. S. Ivins' Son. Trusting it may meet with your approval, I am,

Yours truly,
S. H. OLDERSHAW.

This advertisement was sent by mistake to J. S. Ivins' Son Co. and did not reach us until too late. It was as follows:—

When this old firm of Ivins' Son
The cake business they began
First of all was Purity,
Then the next was Guarantee,
To show all people far and wide
That there was nothing they could hide.

A Book of Receipts, etc.

Fredonia, N. Y., Dec. 7, 1914.

To the Editor.

Dear Sir:—Please tell us where we can obtain a book giving recipes for putting up extracts, household ammonia, bluing, etc.

Please discontinue our ad. for Ford delivery car. We have had a great many answers from this ad. and thank you very much.

Please send us two copies of the "Grocery World and General Merchant" with "The Stroller's" account of his experience with the New York specialty salesman.

Yours truly,
CROCKER & ELLIS.

"Non-Secret Formulas," published by T. M. Griffith, 3818 Laclede avenue, St. Louis, Mo., price \$5.

Chicago Banker Becomes President of Allied Premium Companies.

George B. Caldwell, of Chicago, Ill., one of the country's most prominent bankers and investment authorities, has accepted the presidency of the Sperry & Hutchinson Co., as well as the presidency of the Hamilton Corporation, its subsidiary company. Mr. Caldwell was president of the Investment Bankers' Association of America and vice-president of the Continental Trust and Savings Bank of Chicago. He succeeds W. M. Sperry, who retires.

The Grocery Markets

Tea.

The tea market shows no change for the week. Business is fair, though not booming, and values are steady. Low grades are even firm, and prices are gradually working upward, meaning particularly Congous.

Coffee.

The market for Rio and Santos coffee, particularly for No. 7 Rio, the standard grade of Rio, has sharply advanced during the week almost 1 cent per pound. Stronger news from Brazil and active demand from abroad, probably for war purposes, caused the advance. The market has been sluggish and listless for a long while and felt that it wanted a little excitement. It therefore responded eagerly to the chance to advance, probably a bit too eagerly. There may come a weakening again. The everyday consumptive demand for coffee is only fair. Mild grades are unchanged and dull. Java and Mocha quiet at ruling prices.

Sugar.

The sugar market has declined 25 points, and granulated is now quoted at 4.85 cents. Raws have been quoted a shade off. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is quiet at ruling prices. Sugar syrup and molasses unchanged and quiet; some demand for fancy molasses.

Fish.

Mackerel is about unchanged for the week. The demand is very light, but the market for Norways is steady; in fact, some holders seem inclined to ask more money. Other grades of mackerel are unchanged. There is some demand for Cape Breton mackerel, which are being offered here now, several dollars per barrel below Norways. Cod, hake and haddock are unsettled; some sales have been made during the week at a shade off. Salmon of all grades is unchanged and quiet. Domestic and foreign sardines are all unchanged and quiet at the moment; demand fair.

Dried Fruits.

Prunes are in quiet demand, at steady to firm prices. Peaches and apricots are unchanged and dull. Raisins and currants are in seasonable demand, at unchanged prices. Dates are in fair supply, but working up slightly. Figs and citron unchanged and fairly active.

Canned Goods.

Tomatoes are still inclined to be easy, though no sales are reported under 65 cents for Maryland 3s, f. o. b., in a large way. The demand is sluggish. It seems to be expected now that the 1914 pack will prove to be as large as last year, which means 14,000,000 cases. If this proves true—and we will know in

a couple of weeks—goodby to any chance of high prices this season. Corn and peas are unchanged and quiet. Apples are a little firmer, due to the cleaning up of the cheapest stock, but the market is still low. California canned goods are unchanged and quiet. Small Eastern staple canned goods are quiet at ruling prices.

Beans and Peas.

Pea beans are unchanged and firm at the high price reported last week. Marrows unchanged, firm and active. California limas have worked up on spot, in a large way, to 6.20 cents per pound, but to come forward quotations are about 25 points less. The market is firm. Green and Scotch peas unchanged and dull.

Butter.

All table grades of butter are firm at unchanged prices. Receipts are light, but normal for the season. The percentage of fancy butter coming in is very light, and meets with a ready sale at top figures. Under grades are cleaning up on a relatively lower basis. The market is healthy throughout.

Eggs.

New-laid eggs are still scarce and are selling at top prices on arrival. Storage eggs are in ample supply, but only moderate demand. No change is looked for soon unless the weather gets bad.

Cheese.

Cheese is steady with a light demand, and with prices unchanged. Stocks of fancy cheese are about normal for the season; the bulk of the arrivals is late-made cheese, not fancy, and have been sold slightly off.

Provisions.

All cuts of smoked meats are steady, at unchanged prices. The consumptive demand is only moderate. Both pure and compound lard are firm and unchanged. Barrel pork, canned meats and dried beef are slow, at ruling prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Holders of canned tomatoes in this section, though anxious to do business, of course, seem to be content to await the improvement in the market prices which they confidently believe will come with the opening of the new year. It may be that "the wish is father to the thought," but it is admitted that the chances are now more in their favor than they have been at any time since the decline in the prices reached the low level in October. Some weak spots are liable to develop at any time, as is usual even in normal times, and when they occur alert buyers stand ready to take over any offerings that look inviting.

The week opened with light buying of tomatoes, but closed with a fair demand for all of the different sizes, and they were more widely scattered. It is very evident that the jobbers look to

Good Advertising Backs up Quality

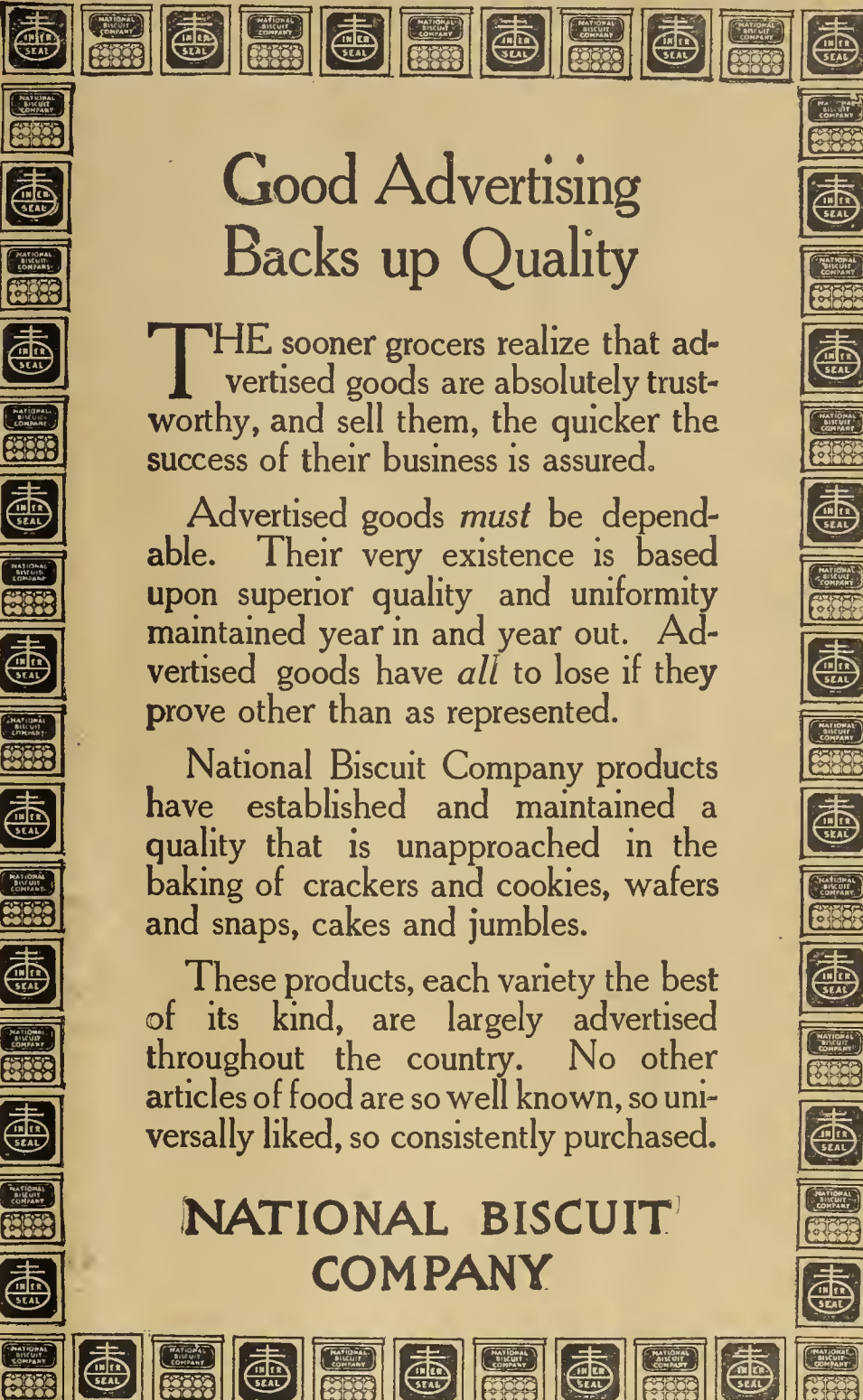
THE sooner grocers realize that advertised goods are absolutely trustworthy, and sell them, the quicker the success of their business is assured.

Advertised goods *must* be dependable. Their very existence is based upon superior quality and uniformity maintained year in and year out. Advertised goods have *all* to lose if they prove other than as represented.

National Biscuit Company products have established and maintained a quality that is unapproached in the baking of crackers and cookies, wafers and snaps, cakes and jumbles.

These products, each variety the best of its kind, are largely advertised throughout the country. No other articles of food are so well known, so universally liked, so consistently purchased.

NATIONAL BISCUIT COMPANY



this market to keep them supplied with tomatoes this winter. It is evident, also, that they have more confidence in the outlook for business, and after inventory time is over and out of the way, there will be a larger demand from all sections. The easier conditions in the money market is an encouraging feature in the situation, not only for canned goods, but for business in general.

It was a dull week for the other lines of vegetables in this market, and there were no developments of special interest. Spinach, string beans and sweet potatoes were in fair demand, but there was little or no buying of the other articles outside of the daily small assorted orders. The inquiries for goods are numerous, but evidently they are made for the purpose of locating them and for general information. It certainly looks like spinach is cheap enough to buy liberally.

There was less buying of fruits this week. Pears is the only item that is showing any activity in this market. This is a good season for them in the face of the dullness in the other fruits. The stocks of pineapples are getting to be light; don't overlook them for your winter and spring requirements. The small stocks of berries and cherries left unsold in this market will not cut much figure when the buying of them again becomes normal. The only berries left here in No. 10 cans are blackberries.

The pack of apples this fall was much below the usual output. Unpeeled pie peaches continue to be in fair demand.

The low prices for cove oysters attract attention, and some good business in them resulted this week.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Sugar.

The sugar crop of 1913-14 was the largest in the history of the universe, being some 18,500,000 tons, and as a consequence sugar sold very cheaply throughout the world, and especially so in America, Louisiana raw sugar having sold as low as \$2.82½ per 100 pounds in New Orleans at the docks and Cuban sugar selling as low as \$1.87½ per 100 pounds cost and freight delivered in New York on the wharves, plus the duty of 1.33 cents per pound. These low prices were due to the fact that the world's output of sugar was a little more than its consumption. As the pendulum swings one way so it swings back, and that this is so is best evidenced by the fact that sugar is now higher by nearly 100 per cent. than nine months ago, due to the following facts:—

Of the 18,500,000 tons of sugar produced in 1913-14, nearly half, or about 9,000,000 tons were produced in Europe from sugar beets. Practically all the nations raising these beets are now at

war and the beet crops are being trampled under foot or used for food, and therefore the European 1914-15 yield of sugar will be cut down by many millions of tons, and for the first time in the history of this country we find England buying sugar from the United States, her consumption being about 2,000,000 tons, a large part of which formerly came from the beet sugar countries of Europe.

Owing to the low prices the tropical cane sugar producing countries of South America and the Orient have curtailed their production and in North America the sugar crop is about 1,000,000 tons short, as follows: Cuba, owing to drouth, is 20 per cent., or 500,000 tons short; the Western beet crop of the United States is 20 per cent., or 120,000 tons short; the Louisiana cane crop is 33 per cent., or 100,000 tons short; the Hawaiian crop is 20 per cent., or 100,000 tons short, and Porto Rico 25 per cent., or 80,000 tons short. The United States possessions being short, due to adverse legislation. In addition to this, the Mexican crop will be, owing to the war, about 75,000 tons short, thus totaling nearly 1,000,000 tons in the northern part of the Western Hemisphere, and being a grand total of many millions of tons short in the world's production for 1914-15. Therefore, sugar is higher than it has been in years past, and will go much higher, due to a very short production and an abnormal demand, the consumption of the United States being about 4,000,000 tons for 1914. Consumers will not be able to buy cheap sugar for a good many years to come, due not only to the shortness of the 1914-15 crop, but also to the fact that there will be but a small amount of beet seed harvested and saved, and therefore the world for the next few years will have to depend on cane sugar for its wants, as but little beet sugar will be made in the countries which formerly produced it for some time to come. In the meantime and for the present, European countries have forbid the exportation of any of the remainder of the 1913-14 crop, owing to the uncertainty of harvesting any part of the 1914-15 crop.

E. F. DICKINSON.

Mathews, La.

Imported Fish Specialties.

Holland herring are scarce, and so are Scotch herring of good quality, but demand for both is good. Norway herrings are in fair supply, and in good demand and also tending higher.

Only a hand-to-mouth business can be reported in mackerel, but prices for Norway mackerel have advanced during the last week. Our agent in Ireland reports total shipments for the week, 1,125 barrels, and thus bringing total shipments to date of 1914 Irish autumn mackerel to 8,444 barrels.

Business in all lines of imported sardines is quiet, but steady. We are getting small orders, but lots of them.

Our agent in Holland reports under the date of November 19th that fishing of Holland herrings is over for the season. He says that with the exception of 25 vessels, the whole fleet has now arrived, and fishing in Holland for herrings is closed for the season. He also says that it has closed about a month earlier than usual. The catch amounted to about 489,000 barrels, against 766,700 barrels last season, their being a shortage of about 280,000 barrels. Naturally, prices are high, and supplies short.

STROHMEYER & ARPE CO.

New York.

Rice.

The outlook for a steady improvement in the general business situation is becoming more marked as we approach the new year, and the growing feeling favors more activity than at any time since the opening of the war. This condition has been helped to a considerable degree by the enlarged demand for export, not only for shipment to neutral countries abroad, but likewise for South American requirements. The improvement is without doubt due also to the fact that money is steadily working to an easier basis through the advantages established by the Federal reserve banks, so that trade in all classes of merchandise and of manufacture are beginning to see that a better spirit is gaining ground. The movement really has been more active than has been believed and this has stimulated the market towards a stronger plane and prices have been quietly toning up. Reports from different centers clearly indicate generally improved conditions, both in demand and collections, which naturally begets a more bullish spirit.

Advices from the South along the Atlantic coast, conditions remain about the same, trade quiet, with no anticipated activity until after the holidays; prices remaining firm, however.

New Orleans reports continued demand, and large business has resulted, both for export and domestic consumption.

Rough rice has advanced and farmers are exacting full association prices. It is reported from authentic sources that large trades have been made of both rough and clean rice within the last few days, and all offerings of rough and cleaned are quickly absorbed at advanced prices.

In the Interior, Southwest Louisiana, Texas and Arkansas, conditions as at New Orleans prevail throughout the entire rice belt.

D. TALMAGE'S SONS CO.

New York and New Orleans.

Evaporated Apples, Etc.

Evaporated apples have been very firmly held during the week, the advance of the previous week being well sustained. There has been a very much better carload business quoted, buyers paying up to 57½ for prime quality in 50-pound boxes, for prompt shipment, and 6 cents for January or February shipment. Sellers are asking a premium of ½ to ¼ cent for small lots. There has not been so good a demand for choice, although shippers have raised their prices ½ cent over prime quality. Fancy is quotable at 7 to 8 cents, according to the grade.

Raspberries are also higher and good quality is scarce. The market is quotable at 23½ to 24 cents, f. o. b., in barrels.

C. C. HALL.

Rochester, N. Y.

Spices.

The market is less active this week, with a moderate demand from the grinding trade. Prices quoted for future shipment are in many instances above spot levels here.

Peppers.—The spot stock of peppers in the United States is unusually small. The demand lately has been narrow. The market naturally rather indifferent. It is reported a fair supply of Lampong is en route. White peppers are scarce and in steady demand during the week. Prices are likely to rule very high over the winter months.

Red Peppers.—Very scarce and in a firm position. The demand is on the increase. All grades likely to be very high and scarce until summer months, 1915.

Cloves.—In fairly active demand at steady, but unchanged prices.

Pimento (Allspice).—Prices are a shade firmer, but prevailing figures at present are low and really record prices for this spice.

Mace.—In fair demand at steady prices. Spot stocks are only moderate.

Nutmegs.—In fair demand. Prices remain low and safe and supplies are small here.

Tapiocas.—A shade firmer and in good demand.

Gingers.—Remain quiet and neglected, without any feature to report.

Paprikas.—Without change in price for the various grades. A steady jobbing demand continues.

Seeds, Herbs, Etc.—There has been a fair movement in sweet herbs and seeds. Caraway and poppy are very firm, and prices really are below present import cost. Coriander in fair demand.

McCORMICK & Co.

Baltimore, Md.

MARKET NOTES.

Florida oranges are ruling at about an average price at \$2 to \$3. They are coming in good order and are in good demand.

Florida grapefruit is a little lower—\$1.50 to \$2.50, which is about the lowest on record. The demand is fair.

Florida beans bring \$3.25 if fancy and \$2.50 if choice. Good beans are wanted.

Southern salad is plenty and cheap—50 cents to \$1.50. The demand is fair.

Cranberries are very cheap—\$1 to \$1.50 per crate. There is a big crop.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia



The Yule-tide Season

Christmas and the holiday season brings a demand for many good things to eat. We call attention to a few items that should interest you; can we serve you? :: ::



SYRUPS—Demand for all grades very good; this is the best selling time of the whole year; our Syrups are winter boiled. We can give you some advantage in price on all orders placed with us now. Royal Table Syrup, Challenge Syrup, "Very Best," Gilt Edge, Ex. Amber, Quaker City, Starlight, White Clover, Ex. Maple, etc.; these are some of our popular brands, also carry a full line of Sugar Syrups. Write for prices.

NEW ORLEANS MOLASSES—Ex. Fancy, new crop "Ingleside Plantation," a fine lot, light, golden color, good open kettle quality and very desirable. We believe it will pay you to buy this early crop Molasses now. Price, in barrels, 40c. per gallon.

CALIFORNIA ALMONDS—A nice lot of Soft Shell Almonds, large, meaty and bright stock, as fine as any in the market this season; bags, 110 lbs., at 19¼c., less quantity, 20c. a lb.

DATES AND FIGS—New Persian Dates, boxes, average about 60 lbs. net, at 6½c.; package dates, Dromedary Brand, 36 packages to box, at 7¾c.; Pitted Dates, 30 packages to box, at 11c.; Cal. Figs, 12 packages to box, at 75c.; Layer Figs at 15½c.; all holiday goods.

MINCE MEAT—Now is the time to sell it, those Christmas pies will soon be wanted. We offer our Cruiser Brand as a fancy quality at 9c. a lb.; Cookman's Choice at 7½c., and Quaker City Brand at 6¾c.; all in 30-lb. pails and quality guaranteed. Buy your Mince Meat of us.

TABLE RAISINS—We offer a nice lot of California Selected Cluster Raisins, 20 1-lb. cartons in a box, the carton is attractive, printed in colors and the front is isinglass, displaying the Raisins, per box, \$2.30.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Hardware—Tools—Specialties

Salient Points in Selling Stoves.

Occasional reference has been made to the stocking and sale of stoves by the general merchant in this department. Different methods are employed by various storekeepers for profitably marketing these goods. A recent article on this subject, entitled "Stores Are an Important Factor in the Hardware Stock," called forth the appended critical remarks from the Favorite Stove and Range Co., Piqua, Ohio, who claim to have "the most complete plant of its kind in the world":—

You have touched upon a very important point in your remarks on the necessity of properly training retail store salesmen. This is one of the most vital, and, at the same time, most neglected points in marketing stoves and ranges.

The question would naturally present itself, when a manufacturer places his line on the floor of a general merchant, does his representative supply the essential talking points for presenting the stoves in the strongest possible way to a prospect? Usually when a road salesman gets his order signed the "subsequent proceedings interest him no more." Under these circumstances the manufacturer is at fault if the needful and often necessary information is not

furnished. A writer on the subject pertinently says: "Once you have completed a list of the qualities which an ideal stove should possess, check these up with the stoves you are selling. This will very quickly enable you to determine the salient features of your stove. These points should then be placed in logical order, studied and elaborated on until you are qualified to deliver a convincing sales-making talk." Without going into details, this would seem to cover the proposition pretty well.

Hardware Lines in Seasonable Sale. Status of Prices.

Considering the unusual, and often ridiculous amount of talk concerning current business depression, and which, fortunately, is gradually decreasing, a prominent wholesaler of hardware contributes a decidedly stimulating story on the optimistic side of the argument. He says the firm's road salesmen have booked orders in such volume that they knew nothing of business depression until they ventured last week from their trips. Among jobbers it was believed orders were held back so that a better showing would be made on the balance sheet at the close of the fiscal year;

but at the same time merchants are being solicited and even strenuously pressed for orders, and it looks as if they were buying not so liberally, perhaps, as in past years, but sufficiently generous to effectually dispose of the "hard luck" stories which, in many instances, have no foundation in fact.

A lawn mower manufacturer, who recently returned from an extensive "pulse feeling" trip through the West, said that while he found a conservative buying spirit prevailing, still conditions were excellent, and a change for the better was likely to take place almost any time. Later advices say this is now apparent and is growing stronger week by week. Seasonable hardware is being ordered in by general storekeepers and for early shipment. Such changes in prices which have occurred are governed entirely by the cost of the raw material, on which several minor advances have been made, some so slight as not to be reflected in the finished goods.

Ready Mixed Paints Easily Sold. Care and Effective Display Essential.

When it comes to putting in a stock of ready-to-use paints in connection with his hardware department, the general storekeeper may find a number of excellent suggestions for handling the goods and presenting them to the best advantage from the following in the "American Paint and Oil Dealer." Broadly speaking, a paint specialty is a branded article, distinctly named, and

made to fit some special requirement in the realm of paint and varnish preservation and decoration. As a rule, it comes from the paint manufacturer neatly packed and attractively labeled, ready to deliver to a purchaser without weighing, measuring or wrapping. Its special use may be for varnishing chairs or sideboards, brightening up the dining room floor, adding a new lustre to the parlor table, etc., furbishing up a large number of worn and dingy spots in every home. The radiators may call for a fresh coat of gold or aluminum paint, the register black enamel, the dining room new flat wall paint. It is up to the retailer to push these paint specialties—to display, advertise, talk and sell them.

As a general proposition, it may be said in favor of the sale of specialties that it costs less to sell than it does other goods. As public opinion is turning from the mail order houses and the "bargain" fakir, and especially against untruthful advertising, it is only fair to consider the paint specialty in the best light for a general merchant. There are no slow sellers, stickers or dead stock in ready-to-use paints, providing the stock is looked after once in a while by turning the cans upside down and keeping them neatly placed and free from accumulations of dust and grime.

Most paints of any standing before the public are not only advertised through the Nationally circulated mediums, but also by means of the trade

7

¶ Look in your own home—how many nationally advertised products—not only food products, but other things—do you use?

¶ You'll probably find four for every unknown brand—why? Why are you buying advertised brands everyday instead of the others? Because you prefer them, that is the answer.

¶ Very well, doesn't it pay to sell what people prefer to buy?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino
Products"

papers in the field they desire to reach. Self-sellers exist only in the mind of the advertising mountebank. The paint specialty therefore comes to the merchant partly sold through advertising. The storekeeper who shows the can labels in orderly array, under proper light—not placed on the floor or beneath the counter; who gives tasteful window displays, distributes pertinent consumer literature, brings to the final selling effort the personality which achieves success.

Half of the ready-to-use "dead" paint stock, if it exists at all, has been allowed to get in this mournful condition through being allowed to wait, not only to sell itself, but actually treated as though it could keep store for itself. As a statement of fact, the better the salesmanship that is used on a paint specialty the less it costs to sell. This "betterness" of salesmanship, as with all other sorts, must show thorough knowledge of the goods. The salesman should have a full knowledge of the claims made for the special line, otherwise sales will lag.

Boots Shoes Findings

Do Manufacturers Neglect Proper Finish of a Shoe's Insides for Sake of Outward Appearances?

The well-established reputation of a shoe manufacturer often suffices when a merchant is looking over a line for the purpose of placing a season's order. In other instances closer inquiry ought to be made concerning the construction of the shoe. The outside shows for itself, to be sure, but the inside deserves more consideration. The first point, avers an authority, is the back stay—the weakest part of all shoes—the part that stands the most severe usage. The calfskin back stay is the best. The facings are not of great importance for the wear of the shoe. The cheap lining material, or the overstrained lining at the lasting operation are a great detriment to modern footwear.

In former times calf leather was quite generally used for lining men's shoes; but now cloth lining of cheap medium and high grades is employed. High-grade lining should be in all welt shoes, as this kind of footwear will lose its shape quickly unless supported by a strong lining. All shoes should be fully lined or not at all. Since the combination insole, partly leather and partly canvas, has been used, the surface of the inside in welt shoes is a great objection to the comfort of the wearer. This comes from the fact that split leather is porous, soft and liable to retain dampness for a long time. All welt insoles should have a grain surface, meaning a hard, glossy surface.

In some factories, where cheap sole leather is made to resemble good quality leather, a coat of stain is applied, and finally a glossy surface is obtained by means of wax polished with a revolving brush.

Another defect often noticed is at the point where the tip seam passes over the foot. Outward appearances do not disclose the fact that the seam will bind on the wearer's foot after the shoe has been worn a short while. This defect is due to overstraining of the seam at side lasting. This happens when the lining is in two sections at the fore part. With a whole lining this overstraining of the tip-seams is almost an impossibility, since the lining does not stretch enough to allow the seam to stretch to any appreciable extent. The inside portion of all shoes is generally neglected and wearers suffer, not so much on account of the style of the last as on account of this neglect on the part of shoe manufacturers. The lining must not be stretched more than the outside, and when it is over-stretched the size six shoe, for example, is reduced to a five and one-half size. The wearer is the first to notice the discrepancy. A shoe of standing in the estimation of the merchant as well as his customer should be especially well made inside. In brief, the outside pleases the eye, but the inside the foot, which is more important for the retention of trade.

Popularity of Cloth Top Boots. Predictions on New Styles and Patterns.

Covert-gabardines in sand and putty color, will be very popular for women's wear next spring and fall and a number of mills are making this cloth for shoe tops.

Boys' play shoes, with felt outsoles, are claimed to wear better than chrome tanned shoes. While the retail price of felt sole shoes is higher than leather sole footwear is hard to explain. So it is, however. For summer wear nothing is said to be superior to the felt sole as an outsole, because it is light and cool. As an outsole felt is something new, but it is now used on a variety of shoes.

Gray felt tops on men's shoes are not only comfortable, but classy. They retail for \$4 a pair, the felt being the highest grade. Cloth top shoes are reported as selling rapidly in the small towns as well as in the big city stores.

Where shoes do not stand up when in the hands of the retailers they should be retreed. This operation always improves the appearance of the shoe.

Relative to warmth in shoes, the right filler will go far to securing this desired result. Cork helps allay heat and cold equally well, and when applied in sheet form, as an insole, it keeps the feet dry.

A shoe manufacturer recently remarked: "During the past ten years we manufacturers have very much improved the shoes made wholly or in part of cloth. We are making these shoes, not as novelties, but as necessities for the popular trade. Most every woman now feels that she must have a pair of cloth top boots at \$3 or \$4

a pair. We could not make our boots of all leather, excepting that we advanced them to a very high price per pair. That would make them a luxury. I believe that the all-leather boot of the future will be a luxury. The cloth boot will be the one of necessity. The textile men are not only making more cloth than ever for shoes, but better cloth than ever."

A big run on bronze kid shoes, for woman's wear, of course, in all style, is predicted by one of the prophets in the trade who keeps in close touch with the different centers and markets.

Gaiter Effect Footwear Having a Great Run.

A new shoe idea is the gaiter effect. Its appearance last season was confined to the cities, but for the fall and winter general stores in the small towns carrying merchandise of this kind have put the line in, and with satisfactory results. The style has been gaining ground steadily; for the gaiter effect is perhaps the most interesting departure from established footwear styles that has occurred since the coming of the high box or knob toe some years ago. The gaiter effect must not be looked upon as promising to work anything like as large a change in shoe styles, since the knob toe exerted its influence on all classes and grades of shoes.

Moreover, the gaiter effect, as it was originally observed, was primarily a feature of ladies' high shoes, but to-day it is worked out in low cuts and men's footwear. While it has made its appearance more generally during the fall and is running into winter stock also heavily, so much so that shoe manufacturers are surprised at the orders received from country towns, the gaiter effect already appears to be a fixture in the spring lines also. Enormous quantities of the covert cloth for the gaiters or shoe tops are being used, and so universal is its employment for this purpose that several mills that have not gone into its manufacture before, are now making it to the exclusion of their regular cloth product. The wide popularization of cloth and leather combinations in women's footwear made the present season very timely for the bringing out of some novelty idea in shoes, and the gaiter effect is the result. As noted, even the country merchant is "getting in" on the line, and this means the demand has become a mild species of craze.

Dry Goods Notions Knit Wear

Western Merchants Buying Freely for Holidays.

Relative to trade in the Middle West, the weekly review of the John V. Farwell Co., Chicago, says: "Regardless of

most unsatisfactory weather conditions, the recent pre-inventory clearance sales of the Chicago wholesale dry goods houses were a decided success. The volume of merchandise moved necessitated night work and additional forces in packing and shipping departments this week. From the number of new faces seen in the market the importance of these sales with retail merchants is increasing, not only from a radius within 500 miles from Chicago, but from States far distant. Sales in the notion and other departments surpassed any previous sale.

"In regard to the linen yarn situation, advices just received from Belfast state that supply matters are rapidly getting worse. Ribbons are selling very freely. The coming in of wide skirts is helping the sale of embroideries and petticoats. Handkerchiefs are responding very freely to the 'Practical Xmas Gift' movement, which is spreading over the country this season. Black messalines, black duchesse silks, velvets and velveteens are unusually active. Merchants are placing liberal orders for drapery material, particularly fancy hemstitched scrim for spring delivery, and sales on these lines are ahead of last year."

Marshall Field & Co., of the same city, in their weekly review of the dry goods trade, say: "The pre-inventory clearance sale has been of leading interest during the week. More buyers have been in the market by a larger percentage than attended the sale a year ago. Kansas, Minnesota, Michigan, Ohio, Missouri and Kentucky were well represented and large numbers were here from Illinois and adjacent States.

"Purchases were well distributed throughout all departments, fancy and novelty goods receiving most attention. The sale of heavier goods was curtailed somewhat by unseasonable weather. In total the sale has proven very satisfactory. Receipts of mail orders for merchandise have been numerous from all sections of the country."

Buying Better in Cottons and Silk Goods.

Cotton and silk goods are selling pretty freely at retail, but business is far from what it should be, according to advices received from various quarters. Reordering on the part of merchants has been and is slow. It seems orders are being deferred in placing as long as possible; but owing to the very attractive lines that are out and the low prices which are being quoted for some very serviceable goods, it is believed trade is bound to pick up before long. The tendency to buy sheer goods is still very marked. The demand for dotted Swisses and zepthers continues. Voiles, crepes and goods of organdie and lawn construction are being called for steadily, and it is believed that the retail stocks of these lines are relatively very light; and therefore it is felt that buying will have to be large before the active retail season begins.

Many retailers who buy direct have declined to place any forward business save in sample lots. Continued delay in placing manufacturing orders will ultimately result in congestion later on,

even if a sub-normal volume of merchandise is to be required. Printed goods are selling moderately, but steadily, and reorders come along slowly from retailers. It seems jobbers will not buy freely until they have absolute confidence in the stability of prices. The fine and fancy cotton goods trade is conspicuous by the tendency to re-order low priced merchandise instead of the high-priced lines which sold so well last year. In not a few directions reports are verified of considerable buying going on despite all that is heard of trade being depressed.

Jobbers Short on Stock. Retailers Who are Winning Out.

Merchants who do not buy direct from either the authorized selling agents in the primary markets or the mill, but through the jobber or wholesaler, are reported as being rather uneasy regarding the certainty of obtaining goods when desired. Advices say that jobbers, who have been waiting and, in many instances, demanding price reductions on certain lines, especially cottons, are now ready to do business. Further, a large number are so short on goods that they are now asking for quick shipments when the new prices are made. Just how much of a concession the general merchant will be given remains to be seen.

Quite frequently the observation has been made, within the past year especially, that retailers, who made a yearly, or, at the best, a semi-yearly trip to market and considered that sufficient, now find they must go oftener. At least, get in touch more frequently, or take a chance of losing trade to competitors who buy oftener and more carefully. This is the condition at the present time, and when a merchant places an order it is of moderate size and the goods are wanted at once. This change has been gradual, but it has reached that stage where an authority on retailing says: "It is less the quantity that is sought for than it is the variety and the stuff that is the latest thing up to the present minute. However much this may be annoying to the retailer who would prefer to stock his merchandise at certain periods, the fact remains that he who is getting the most out of retailing is the one who keeps his assortment varied, and not he who has the heavy load of goods on hand. Not only are the markets within ready reach of the general merchant, but they are also within ready reach of the consumer, and that which is not obtainable of the retailer is always obtainable of the mail order houses."

Watchful Waiting the Controlling Factor in Retail Circles. Why Certain Goods Sell Best.

Lines of printed goods that are selling the best are those known either by trade-mark or because of being produced in works of reputation made known to the trade and consumer alike by National publicity. This merchandise is given the preference by merchants in placing orders for current and future needs. Experience has proven,



Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty starch*. Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is **CLEAN** starch.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME*.

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it*; ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company NEW YORK



WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is sure to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

over and over again, that when times are hard it is the advertised brands of goods which hold up best on the sales record. The reason is obvious. The first law of economy is to buy only those things in which one has the greatest confidence. Good advertising builds confidence.

The tendency of orders is away from solid color prints. White goods are in very general demand. Certain piques are growing in favor, and a vogue of military costuming in white is in evidence. Sheer white fabrics are expected to preponderate for next summer wear. Crepes are still well regarded, while many lines of voiles are excellent. Fancy voiles, with novelty yarn stripes, are wanted for both waist and dress wear. A moderate business is being done in fine jacquard waistings. There is no expectations of changes in present styles so far as fabrics are concerned. There is a fair demand for some artificial silk and cotton weaves, largely because of the attractive patterns and the great lustre of the goods. Khaki colored dress fabrics have sprung into popularity with the leaders of fashion. Battleship gray is also another new shade.

It is conceded that the volume of business done by retailers in piece goods so far this season is a distinct disappointment. No favorable weather conditions, coupled with the policy of retrenchment, has proved a combination too strong to overcome. The buying inclination of the public has proven to be considerably contracted, as the recent cold snap sufficiently proved. The fact that it may be difficult to procure dress goods at anything like present prices later on because of the wool scarcity and other conditions is apparently not disturbing buyers in the last. In fact, leading houses in primary circles are giving more attention than usual to developments at the retail end of the business.

Summary of Market Manifestations.
Fabrics Coming to the Front.
Latest Colorings in Dress Goods.
Hosiery and Underwear
Ad- vices. Holiday Specialties.

In the opinion of leading buyers, novelty fabrics are destined to have a long run. As compared with smooth finished goods, the "novelties" are far and away in the lead.

The demand for balmacaan weaves is increasing rather than diminishing. Where goods of this type have been returned on one pretext or another, they have been resold at an upset price. In fact, balmacaans are spoken of as fast becoming a rage.

Covert cloth is going to be a factor in the spring business, and the popular shades are sand and putty, which will also dominate in many other lines of dress materials. It looks as if poplins will replace gaberdines, which have been among the best selling fabrics for several seasons. Poplins have a distinct weave and is difficult to imitate in cheap material.

Advices say the call for broadcloths, which has been insistent throughout the fall, is slowing up, and there is no trouble in finding a supply. This is

especially true of the medium grades at \$1 and under. The real fine quality and high-priced lines are still scarce.

Mackinaws are a scarce article now at any price, and most of the mills are sold up as far ahead as the 1st of February. These goods are carried in a variety of patterns by general stores and are extremely popular sellers.

A great deal of stress is laid on the scarcity of dyestuffs as affecting the price of cottons, but an authority in the primary market says: "Sellers can make no impression on buyers by talking dyestuff stringency as an argument for operating. So far, however, the trade has been pretty well cared for."

Retailers are featuring novelty sweater coats for the current season more than the mackinaw and sport coat. Even the small town merchant is not behind in this particular, carrying a fair-size stock, according to the status of his community. The predominance of one or the other of these respective coats will largely determine the status for next fall.

In some hosiery mills logwood dyes are being used, but the experiment is not altogether satisfactory. Unless put through a fixing process, logwood is soluble in ordinary washing; by fixing the color will stand in the washing, but on contact with perspiration the logwood dye becomes soluble and the wearer of hosiery so dyed usually gets

a pair of stained feet. Orders from merchants have lately been turned down because they specified the goods were to be finished with the same dyes as formerly.

On underwear it is apparent that jobbers are unwilling to operate ahead excepting at ridiculously low prices. Merchants are watching developments with a great deal of interest, and in turn, are also holding off on future business.

A new 16-pound man's union suit, with another closed crotch arrangement has made its appearance. It is made up to retail at \$1, allowing a comfortable margin.

Women's fleeced garments, in two-piece and combinations, are not yet on the road for next fall, although they are often the first to be opened. Reductions are quoted on these goods for spot and early delivery.

Bright satins are put down as a sure leader for next spring. Taffetas are classed as a dark horse. Color indications lean toward "sand" and "putty," but a sound opinion is that the darker shades will hold over next season, with some variation in the form of old rose or cerise.

Fine sheer zephyrs, dotted fabrics in white and colors, voiles, plisses and a variety of sheer fancies, with novelty yarn decorations, are selling best. Jobbers find that retailers are relying upon them more than ever to have stocks of

this merchandise in hand when retail sales begin. The quantity of fine goods in hand among merchants is small whenever there enters in a style feature. The large use of white cotton dress fancies this winter in fashionable circles makes it reasonably plain that white goods will prove of great selling value in most quarters.

Narrow ribbons will again be wanted next season. In colors cerises, sand corals and Belgian blue will be favored. The sand shades, now so popular, are conceded a short run only though now they are the most talked of in the color line.

Fancy handkerchiefs are recently in greater demand than for a long time. Woven patterns or borders are the best sellers. These goods are of French manufacture and the visible supply is limited. In plain white handkerchiefs ample supplies may be obtained from domestic manufacturers. Combination sets of handkerchiefs, tie and hose, in fancy boxes, for the holiday trade, also good sellers, may not be in as full supply as usual; that is, at former prices.

AMONG THE TRADE.

The following nominations for officers and directors of the Grocers' and Importers' Exchange were made on Wednesday afternoon:—

For president, Charles D. Joyce and Wm. T. Kirk, Jr.; first vice-president, A. M. Warren; second vice-president, Marvin M. Eavenson; treasurer, Alexander Henry; secretary, John E. Poore; directors H. A. N. Daily, Herman Schwacke, H. D. Flint, Robert Comly, Wm. C. Halpen, Jr., Rosser P. Birdsong, Wm. J. McCahan, Chas. F. Bonsor, John L. Clawson, Wm. C. Miller, Samuel T. Kerr, R. S. Pomeroy, Wm. J. Campbell, James P. Curry, Marvin C. Kindig, John M. Greene, Chas. Y. Fox, Wm. J. Graham, Cooper Jessup, Frank C. Starr, John Scott, H. C. Mackenzie, Wm. D. Weikel, Samuel R. Carter, J. H. Lippincott, J. P. Warner, G. Roberts White, Charles W. Shaw. Ten directors are to be elected. The annual meeting of the Exchange will be held on January 13, 1915.

The stall holders in the Reading Terminal Market have been holding their second annual food show during the week. The entire market was decorated and considerable advertising done. The John Wanamaker store, as last year, helped out with considerable exploitation. During the week a delegation of Washington and Baltimore produce men visited the market. The show closed on Saturday night.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Christmas at Your Store.—Don't attempt any half-hearted cheap looking decorations, mixed with paper roping, with such fearful color combinations that it gives customers of sensitive eyes the fidgets. Go to the woods, thou active one, or climb the hill tops and load your wagon with graceful pine, suggestive laurel and pretty red berries.

A well-decorated store is a splendid drawing card. It puts buyers right into the Christmas spirit, as well as indicating that you, yourself, are in that spirit. It's advertising, and advertising is simply suggestion. You are an advertiser, and you can't get away from it. You can get away from being a good one by sloppiness, thoughtlessness, indifference. You can get away from being a bad one by thoroughness, neatness, patience.

He who does the ad. writing sits upstairs at his desk. You men on the floor are the illustrators. Only to your select silk stocking readers does the modern newspaper appear flat without pictures, or, in other words, illustrations. Would not a printed ad. fall flat without you illustrators? At times

we have asked ourselves which pays the better?

But Christmas at your store this year ought to be better than a year ago. I am not necessarily referring to volume, but to attractiveness, interest, good cheer and good home spirit. Do you miss anybody?

Customers will drop away. They do, I know, in the best regulated stores. It's your duty to report every missing customer. Sometimes the firm will write her a letter. Often the fellow that reports will be asked to go and see her. It's a feather in your cap to reclaim a customer, and you shouldn't be backward in letting her know it. Get her back if she's worth getting back. That's your mission. That's good, effective work. Some women like to be noticed. They like to know that their patronage is important to the general success of the business. It's a good impression to give. A woman of this stamp is a good advertiser. She'll speak of the interest the firm has in good customers. So I say, keep after good customers that are missing. There should be no excuse to lose a regular customer. The danger is in delaying and allowing her to get in friendly relations with the other firm.

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own

letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats,

California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naphtha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds

and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 18.)



CHOCOLATE

Is As Pleasant to Sell As It Is to Use

not only because of the profit it pays you, but also because of the satisfaction it gives your customers; you know they are going to be pleased with it. STOLLWERCK'S GOLD BRAND PREMIUM CHOCOLATE is the highest grade product of the chocolate maker's art, absolutely PURE and of such delicious flavor that, once introduced to your customers, it will sell faster than any other brand you could handle.

STOLLWERCK'S GOLD PREMIUM CHOCOLATE for baking leads to the sale of STOLLWERCK'S COCOA and STOLLWERCK'S SWEET MILK CHOCOLATE, a most delicious confection retailing at 5, 10, 15 and 25 cents per package.

STOLLWERCK'S GOLD BRAND PREMIUM

CHOCOLATE is packed in 1/4 and 1/2-lb cartons containing individual squares weighing one ounce each, separately wrapped in paraffine paper, thus insuring sanitary handling and increased convenience as well as lasting freshness. Call your customers' attention to this feature.

STOLLWERCK BROS., Inc.

NEW YORK

STAMFORD

CHICAGO

WHAT TO TELL CUSTOMERS

"Try a package of GOLD BRAND PREMIUM CHOCOLATE and you'll realize why its quality and flavor have made it famous all over the world."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 17.)

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveteen inside display cards and transparent signs for window or door.

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards, chandelier cards; also window trims—six pieces, on paper, in colors. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trims, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snow-drift Oil.

Loose-Wiles Biscuit Co., 176 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, bill boards, sampling lists.

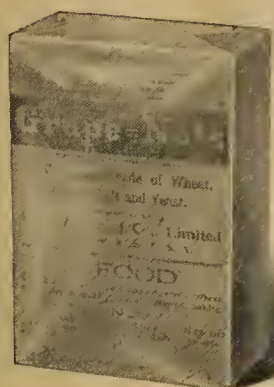
Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Liquid Veneer.

Pennsylvania News Items.

Small meat dealers and local butchers are complaining that the recent epidemic of foot and mouth disease among cattle in and about Pittsburg has almost ruined their business. The Chicago packers by maintaining slaughter houses in Pittsburg could ship cattle in from districts not affected by the disease and by butchering immediately were not subject to the restrictions placed by the Federal and State Departments of Health. Pittsburg dealers were not permitted to butcher cattle bought in the local market, as the entire State was under quarantine. This forced many to patronize the cold storage houses of the packers and they assert they never can get an adequate supply for their trade.

Strawberries are high, \$1 to \$1.25 at retail and around 75 to 90 cents in a jobbing way.

A Successful Grocer Said—



Grape-Nuts has been **wax-sealed** for many years—the first food to be so protected.

“I handle lots of **Grape-Nuts** food, and I like to handle it.

“Why?”

“Because,” replied the grocer, “it moves quickly. I put it on the shelf, but it doesn’t stay there long, for the demand is brisk and steady.

“Then, again, I am sure of Grape-Nuts being fresh and crisp, for the **wax-sealed** wrapping protects it; insures safe delivery and satisfaction to the customer.”

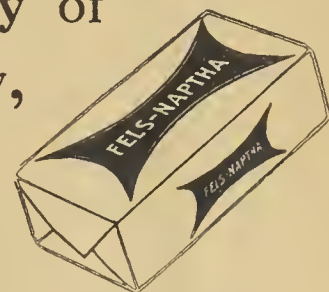
Get the drift of the grocer’s sermon?

Quick Sales—Satisfied Customers
Good Profit—Sale Guaranteed

“There’s a Reason” for Grape-Nuts

The Popularity

of Fels-Naptha soap is just the Fels-Naptha way! A way of washing quickly and economically, *without* hot water. Easy, too, when wrapper-directions are followed. Your customers should carefully observe these.



GIVE YOUR TRANSIENT

cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

Indexed Coupon Books

Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there’s a reason. All sizes—inexpensive—F. O. B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

J. P. FORBES, Forbes Building, Coshocton, Ohio



Advertising Hasn’t Done It

¶ Wheatena is one of the exceedingly few cereals that have attained a vogue and held it without enormous advertising. Each year of our business the demand has increased, not at all through advertising—though we have regularly done some—but through the merits of the product. Wheatena is the greatest repeater on the cereal list.

¶ The tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers’ Association



One Way to Lose Trade by a Phone.

If there's anything on earth I hate worse'n rat poison it's to see a clerk in a store drop his work to go talk over the phone about some of his own business.

Gee whiz, but if I had a store that would make me wilder'n a wild cat.

I wouldn't stand for it, that's all there is to it!

It's pretty punky business. No clerk ought to stand for people calling him up while he's working, and if he does stand for it then his boss oughtn't to.

Of course I don't mean that his boss ought to be a pig about it. Somebody could call up my clerk to tell him his wife had a new baby, or something like that. But not every day, understand.

The other day I was out in a store up in York, Pa. It was Saturday morning, and the place was busy. It was the last place I had to go before I took the train back to old Philly to spend Sunday with wife No. 1, and I was plumb anxious to get away. What the clerk did didn't have anything to do with me, understand, only to heat me up for an hour or two.

As I said, the place was busy. The regular Saturday morning trade was in there, and the boss and all his clerks were at it pretty hard.

In that store they have the phone on a little desk right out in the middle of things so's there'll always be somebody to tend to it.

While the rush was on the thing rung.

One of the clerks went to it.

"Phone, Bill," he called clear across the store to a clerk that was waiting on a customer.

I looked for Bill to say "find out who it is and tell 'em I'm busy," but not Bill. He actually stopped right in the midst of putting string around a bag of something—stopped right in the act—and loped over to the phone. I might say that

Bill has a little voice that don't need any megaphone and when he belated into the phone we all heard.

"Hello," said Bill. "Oh hello chick. How's the kiddo? * * * That's good. Get in the house all right last night? Ha! Ha! Ha!"

Everybody in the place was on by this time and business plumb near stopped. That's right, as I'm a Baptist!

"Oh you git out!" went on Bill. "You can't hand me stuff like that! How many fellows did you ever tell that to before, eh?" * * * That's all right. Say kiddo what you doing to-morrow afternoon after church? * * * Aw, you don't want to go out in the street with him. He'll get you in wrong with your friends. * * * What do I mean? Look at his feet! He ain't the company for you! What's the matter with taking a walk with little Bill? Eh? *What?* (this "what" my wife said she heard in our house in Philly, honest!) No, I won't, kiddo, honest I won't. It'll be all right, honest it will! * * * *Sure!*"

Everybody seemed to be taking the thing as a joke but me. I didn't see any joke in it. By gum, it struck me like the worst blamed thing I'd seen that month. The customer Bill threw down to talk with kiddo was on a broad grin, too—she didn't seem to mind it. Maybe it was none of my blamed business, I suppose that's the answer.

Bill talked some more along the same brainy line—kiddo must sure be some queen—and he made two or three bluffs at hanging up, but kiddo wouldn't let go. I don't know whether she was another clerk somewhere, or was just a girl living at home and letting her bed stay unmade while she called up Bill. Anyway, she seemed to feel she had all the time there was, even Bill's time, and he had hard work to pull away. But at last he

did and looked around to see if anybody was on. Anybody on! Gee whiz, the fire department must have moved in their sleep!

Bill loped back to his customer—he must have been at the phone ten minutes—with a fine red face, everybody joshing him as he went.

Was his boss right there? Sure he was. Did he hear it? Sure he did. He got as much joke out of it as anybody. And that time he didn't lose anything by it—it went off all right, everybody saw the funny side. But take it from me, if it happens often people won't always see the funny side.

THE STROLLER.

Pennsylvania Organization Notes.

Accompanied by 12 members of the Pottsville Association, the organizer visited Tamaqua on December 1st and addressed a well-attended meeting of the Business Men's Association and extended an invitation to this organization to affiliate with the State body.

Action will be taken at the next meeting. After addresses by a number of the visitors, including President Basmum and Secretary Knapp, of the Pottsville Association, a splendid lunch was served at the Elks' Club. Tamaqua is a live town, with splendid stores and a wide-awake association. It has a paid secretary and does things for the merchants that count.

As a result of missionary work recently undertaken at Chambersburg, new members (all grocers) have been added to the Business Men's Association. Mr. Smedley will revisit Chambersburg on January 13th.

Mr. Smedley addressed the merchants of Orwigsburg on November 30th. Every merchant in the town was present but one. T. T. Eckert, of Pottsville, accompanied the organizer and made a splendid address. Orwigsburg will, without doubt, join the State Association.

The organizer addressed a well-attended meeting of the association at Catawissa on the evening of December 4th. Much interest was shown in the organization, and although a small town the association has an opportunity to do a lot for the merchants. Rupert Baldy is the efficient secretary.

Arrangements are being made to organize the merchants of Schuylkill Haven in the near future. Years ago there was a good organization at that point, but it disbanded. A new one will be formed that we believe will stick.

Two new participants in the Pennsylvania Plan are the Woolson Spice Co., Toledo, Ohio, and their Golden State brand of coffees and spices count in the awards. The Loose-Wiles Biscuit Co. have also joined hands with the merchants and their entire line of Sun-

Dickinson's Package POP CORN

For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.



Snow Ball is the favorite brand of Rice Corn. One-pound package. Retail at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. *It pops!*



Santa Claus brand is a ten-ounce package. Retail at 5 cents. The same nice quality as packed under *Snow Ball*. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated recipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of GLOBE shelled rice pop corn in bags, and GLOBE ear rice corn in fibre boxes and in barrels.

Shine Biscuits count in the awards. Show all the firms in the Plan that you know how to reciprocate.

The Pottsville Association is after the Reading Railroad with a protest for diverting train crews from Pottsville to Reading. This hurts the town. Take our word for it, that the Merchants' Association will get what it goes after.

The Pottsville Association will hold a big rally on January 4, 1915. It will be a red letter night.

The organizer anticipated visiting Wellsboro on December 3d, to organize an association, but the engagement was cancelled for lack of interest.

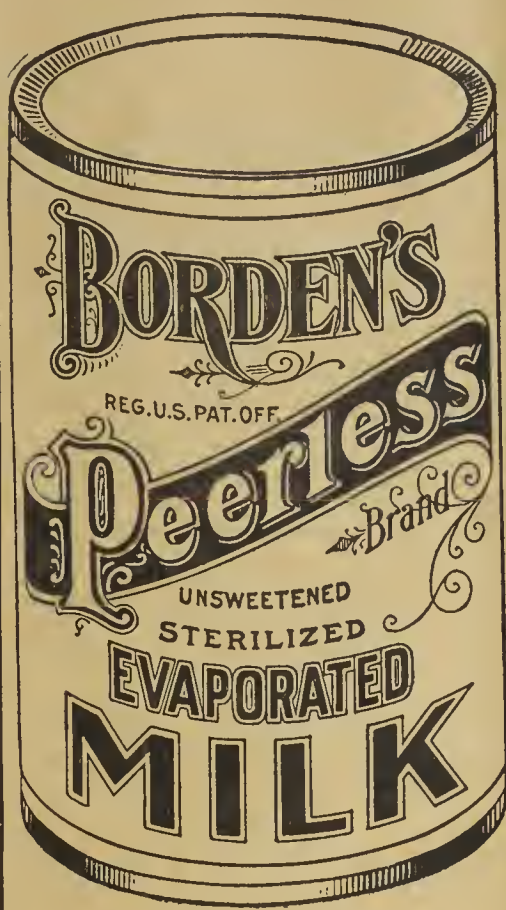
We expect to hold a district convention of all the merchants in the Schuylkill coal regions in the early part of next year.

Mr. Smedley visited Washington, Pa., December 7th; New Castle, December 9th; Pittsburg, December 10th; Williamsport Grocers, December 11th; Williamsport Board of Trade, December 12th.

There have necessarily been some changes among the participants in the Pennsylvania Plan. But every change strengthens the Plan. Here's the list of those who believe in you and who want to earn your good will by helping you: Franklin Sugar Refining Co., Franklin Carton Sugar; Borden's Condensed Milk Co., Condensed Milk; Corn Products Refining Co., Karo, Kingsford, Argo Starch and Mazola; Wm. Wrigley, Jr. Co., Spearmint Chewing Gum; Stollwerck Bros., Inc., Cocoa and Chocolate; Joseph Tetley & Co., Inc., Tetley's Tea; Woolson Spice Co., "Golden Sun" Coffees and Spices; Loose-Wiles Biscuit Co., Sunshine Biscuits.

The Erie Business Men's Exchange has agreed "that all members of the exchange handling Pennsylvania Plan products be constituted a department of service to put Erie in the winning class next year." This is the spirit that means a lot, not only to the manufacturers, but to the organization.

The Sunbury Association will hold an open meeting early in the new year. This is an active organization, working along practical lines. It is about to publish a rating list. It has added 10 new members since the convention and a proposition is before the association to take into membership the Commercial Club and open permanent headquarters. Three new industries are being negotiated for. City Councils and the association are at loggerheads at the moment over an ordinance limiting vehicles to stand on the streets more than one hour and an ordinance licensing transient auctions. The merchants will win.



**PURE
AND
NATURAL**

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCLXXXIX.—Is Everybody a Partner Who Shares in the Profits?

Probably no feature of the law of business touches more business people than the law as it is applied to the various relations of partnership. A particularly important phase of it is raised in the following letter, which comes to me through a Chicago paper. I reproduce only that part of the inquiry relevant to the point:—

Please let us and others of your interested readers have your ideas upon a situation which has arisen in our business; in fact, has always been in our business, but has never been settled until now.

We employ a considerable number of salesmen, who receive a small drawing account and a certain part of the profits on their sales. We have for many years used a contract which was drawn, I think, about 15 years ago, by a lawyer. It sets forth that the person signing it shall receive a certain drawing account and a certain percentage of the profits on his sales as compensation. There is nothing said in the agreement about the salesmen becoming partners, but it has been represented to us that sharing in the profits makes the salesmen partners, and they have all the authority of partners, and we are responsible for what they do. If this is true it is a serious matter, and we are desirous of knowing it. Inasmuch as many other firms employ salesmen on the same terms, both manufacturing wholesale and retail, paying some in a share of the profits, doubtless the subject would be an interesting one. What we wish to know is, is there any way in which a salesman getting his compensation in the form of a share in the profits, can be considered to be a partner of the concern employing him.

I may say for the comfort of this correspondent and of all others in the same position, that there is not, provided the sole ground for considering a salesman a partner is that he shares in the profits of the concern. I will try to make it clear why this is true.

When you are seeking to determine whether a man is legally a partner of another, and the two disagree as to whether there is partnership, there are three things to consider:—

- 1.—Does he share in the profits?
- 2.—Does he share in the losses?

3.—*Is he clothed with authority to act for and bind the firm?*

I put the third in italics because it is the most important. In fact, it is the condition which must usually be present in order to create partnership liability.

A man can be a partner without sharing in the profits, but he is not necessarily a partner because he does share in them. He can also be a partner if he does not share in the losses, but usually sharing in losses does make a man a partner. Sharing in losses is therefore a much more important test than sharing in the profits.

Of course in almost all partnerships, the members do share at least in the profits.

But whether a man does or does not share in profits and losses, either or both, he cannot usually be a partner, under the law, unless he has authority to act for the firm and to bind it. Understand I do not mean a special or silent partner; usually such a one has no authority to bind the firm, but within the limits of his partnership contract he is a legal partner in every sense. I mean a general partner—the ordinary kind of a partner. I will put it again in other words, for this is the crux of the whole case: If he can bind the firm he *can* be a partner even though he shares in neither profits nor losses, but if he cannot bind it he is not as a rule a general partner even though he shares in both profits and losses.

When I say “bind the firm” I mean make it liable for his acts, as for instance, by signing a promissory note. A legal partner can sign a promissory note on behalf of the firm, and bind the partnership and every man in it. But if he is not a partner his note binds only himself.

Of course, some mere employees can bind their employers by what they do. But this is different, al-

though the foundation of the right to bind a firm either as a partner or as an employee is the same—agency. Under the law the core of the partnership relation—in many cases the supreme and final test as to whether a man is a partner of another man, is this matter of agency. By reason of his relations with the firm, his practice, his custom, and his position, is he capable of so acting for the firm that he binds it when he acts? If he is, he is a partner, and that ends it.

The importance of the subject is shown by two cases which recently

came under my own observation. In one a partnership became insolvent, and it looked like about 20 cents on the dollar. If a certain man who had a business connection with the firm could be established as a legal partner, all of his personal assets, which were large, would become available to pay the debts of the firm, which would then not only become solvent, but rich.

In the other case, a man supposed to be a member of a partnership signed a promissory note in the name of the firm, negotiated it and appropriated the proceeds to his own use. He had never done so before, and the question of “course of dealing” was not in the case. If he was a partner, the firm were responsible for the payment of the note. If he was not a partner, he alone was responsible.

In a second case one man supposed to be a partner foolishly had a customer of the firm arrested and prosecuted on a charge of obtaining merchandise under false pretenses. A suit for very large damages for malicious prosecution was begun against the firm. If the man who caused the arrest was a partner, the

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team, or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

firm was liable, but not otherwise.

In a third case a man supposed to be a partner wrongfully issued a fraudulent debtor's attachment against a customer's property, causing very serious loss. Suit for damages was begun against the firm, whose liability rested solely on the question, was the responsible person a legal partner?

Above all the other tests of partnership, however, is the intention of the parties when they entered into their relation. If they meant to be bound as partners, then they are partners, regardless of the possible absence of some of the conditions that usually create partnership.

Of course a man may frequently make himself liable to outsiders as a partner when he was not actually a partner and never intended to be one, merely by allowing people to think he was. That is called "holding out," and I recently discussed it in another article.

In order to remove every possible doubt about it, many concerns who employ salesman or other employees on a share of the profits, now insert in their contracts of employment the clause "provided that nothing herein contained shall constitute the party of the second part (the salesman or employee) a partner of the party of the first part" (the employer). This is a good thing to do, for it makes it absolutely certain.

(Copyright, December, 1914, by
Elton J. Buckley.)

Question: * * *, Coatesville, Pa.—About February 1, 1909, I had a house rented to a party for the sum of \$30 per month, to be paid monthly. The rent was paid promptly for a while, but finally began to get slow until they left, still owing one month's rent and also a store bill for groceries. Now as this house was rented through a real estate agent and he does not push the collection of said rent, and I have sent them statements for these bills and they refused to pay, stating that they rented from the said agent and to him they paid their rent, and that I had no business sending bill for same.

And the grocery bill they want to dispute owing it at all. As these two bills have been due over three years, what I wish to know is whether I can get a judgment against them, as I think they have property, or what would be the proper course to take to collect same.

Have had these with other bills put in hands of collection agencies,



Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a **STORE** to **SELL** goods, not a **FACTORY** to **PACK** them. All your time should be spent in "doing things that pay" and it **DOESN'T** pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the **CARTONS** out of the **CONTAINER** in which they are packed and put them on your shelf. And **FRANKLIN CARTON SUGAR** is **ALWAYS** ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The **FRANKLIN CARTON** enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the **FRANKLIN CARTON**, including **FRANKLIN GRANULATED**, **FRANKLIN CUBE** (Dainty Lumps), **FRANKLIN DESSERT & TABLE**, **FRANKLIN POWDERED** and **FRANKLIN XXXX CONFECTIONERS'** sugars.

You can buy **FRANKLIN CARTON SUGARS** in the original **CONTAINERS** of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"We are now selling the famous **FRANKLIN CARTON SUGAR**, known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

but with no success in any case, and after reading your columns find these agencies are of no good.

Answer.—You should go before some local justice of the peace—if these people live in Coatesville—and start suit for both items of your claim, the month's rent and the store bill. Their plea that they rented from the agent amounts to nothing since he was your agent. If you make out your claim you will get judgment, and if the case is not appealed, you can issue execution.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Campbell Co. Says There is a Bean Corner.

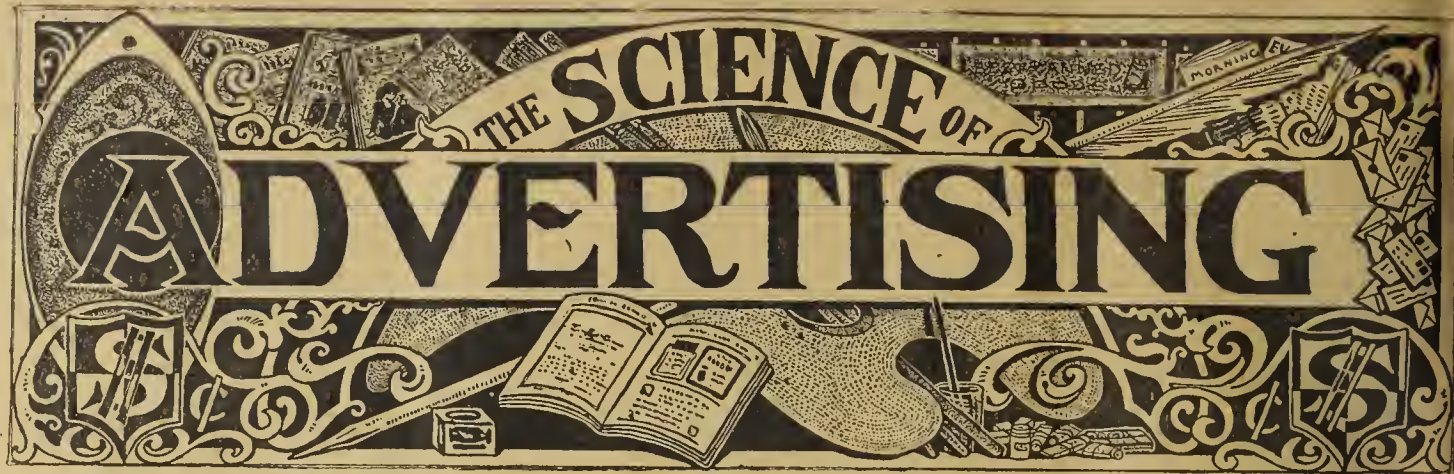
The Joseph Campbell Co., of Camden, have issued a statement in which they charge that the bean market is being manipulated by a couple of speculators. The statement is as follows:—

Presumably acting in concert, a Michigan elevator and a grain company of Cincinnati (not a bean packer or a regular bean buyer) have purchased a great many cars of beans and stored them in Indianapolis, Cincinnati, Toledo, Pittsburgh and New York, with the apparent idea of cornering the bean market. In the face of this tremendous buying, elevators in Michigan are loaded up with beans and have numerous cars on siding on which they are paying demurrage.

Beans are being held off the market because of the constant reiteration of a rumor that there is to be a corner and we are to see \$3 per bushel and even \$5 per bushel beans after the turn of the year.

The crop in Michigan is not up to normal, but there is a fair crop in New York State, and California has the largest crop in its history. Considering these facts, and with potatoes selling f. o. b. cars Michigan not exceeding 25 cents per bushel, we believe these extreme prices cannot be maintained.

The chief argument of food gamblers seems to be as follows: First, that the numerous United States Belgian Relief Committee will be obliged to purchase large quantities of beans in the American market to supply the starving women and children of Belgium; and, second, city and county authorities throughout this country will be obliged during the coming winter to set up numerous soup houses and purchase immense supplies of beans to feed those people who are unemployed, owing to the cessation of many kinds of business on account of the war.



Darlington, S. C., Nov. 28, 1914.
To the Editor.

Dear Sir:—We are inclosing a copy of an ad. we had in our local paper a few weeks ago. We have been using quite a number of ads. somewhat on this line and would like to have your opinion on same.

Thanking you in advance for your opinion of same,

Yours truly,

ROBT. A. ROGERS.

The advertisement inclosed measured five inches double column, and filled the upper right-hand corner of the newspaper page on which it appeared. Here it is, about life-size:—

typographically, but there is no temptation to read it. If you wanted to run a general advertisement like this on efficiency, a heading like "The Kind of a Man I Am," would have attracted much more attention. This whole advertisement looks like one of those ready made stock advertisements that are written by somebody in Chicago or New York to be sold to anybody who will buy them, without regard to whether they will fit the special needs of the user or not. The text of this advertisement is just about as general as advertising can well be. Change

thing. I do not consider such advertising entirely worthless—it is general publicity which keeps one's names before the public, which is always worth something, but it could never get any direct results.

***.

This matter, with a sharper head line, might not have been so bad as an introduction, to be followed by some real advertising—I mean offerings of specific things, with prices. Even for that, however, it is rather too wide and general to make much of an impression. Mr. Rogers can write a general advertisement for the efficiency of his store that I am sure would be much stronger. For example, suppose the facts were such as to allow him to begin his talk this way: "When I first came to Darlington, 12 years ago," etc., etc. There is a personal element about that which would interest. He might not be able to phrase it that way, but there is something personal and interesting that he could say, I am sure.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Andrew Ross Launches New Food Company.

Andrew Ross, late general sales manager of the Kellogg Toasted Corn Flakes Co., and a well-known man in food circles, has organized the Ross Food Co., with a capital of \$300,000. The directors are Andrew Ross, of Battle Creek, Mich.; George C. Lewis, Mattie F. Tice and Verna C. Eckhardt, of Lockport, and the petition for charter was made public last week. It is said that the company will make a shredded wheat product somewhere near Buffalo, N. Y.

ECHOES.

Enclosed find check for one year's subscription to "Grocery World and General Merchant." Would not do without the "World"; find it worth more than it costs and we are always looking for something for nothing. Success to the paper.—A. M. Parker & Son, Mapleton Depot, Pa.

EFFICIENCY

is just as much a factor in the successful and satisfactory operation of the grocery business as in any other field of industry. We have built up our present extensive business through careful attention to every detail of a perfect service to our patrons, using as a foundation, of course, a complete stock of only THE BEST staple articles in our line.

We pay especial attention to phone or mail orders, filling them as conscientiously as though the customer stood before us, and making prompt and courteous delivery.

*Does this service not merit
your patronage?*

Robt. A. Rogers

West Side Public Square

Phones 30 and 13

I do not consider this a profitable way for a retailer in a small town to advertise. In the first place, this advertisement doesn't look striking or interesting. It stands out well enough, the word "grocery," in the second line, and you can use it just as well for a hardware dealer, a clothing man, or even an undertaker. No advertisement as loose as that ever amounted to any-

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash, f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell 4 for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co, 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me

\$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for \$7.50, as I have no use for it.

L. F. HARPER,
Richlandtown, Pa.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for \$2.75 per box, f. o. b. Atlantic City, N. J.

L. A. BACON,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for \$7 cash, f. o. b. Donaldson.

L. T. JONES,
Donaldson, Pa.

Offer No. 47.

Having no use for a Templeton Cheese Cutter, which we paid \$20 for, will sacrifice for \$5, f. o. b. Meadville, Pa.

JACOBS BROS.,
Meadville, Pa.

Offer No. 48.

Eighteen quart tins of Rae's Olive Oil. Will sell at 50 cents per quart; in good condition.

Also, 25 gallons of Porto Rico Molasses.

S. E. HUBBS,
836 N. Sixth St., Camden, N. J.

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).

JOHN S. LEE,
Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.



Holly Days
are confection days

MAPLEINE

is indispensable for
flavoring and coloring
bonbons, icings, candies, ice cream.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.

Do You Know

of any truly successful store which does *not* use Electric Light?

☞ Electric Store Lighting is not only good lighting, but it is *good advertising*.

☞ The Electric Lighting System for your store need not be expensive—in fact, if you use the new Mazda lamps equipped with proper reflectors, you will have a very economical installation. We will be glad to plan your lighting system without charge or obligation.

The Philadelphia Electric Company

Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS bring results; never thrown away. Sample, \$1.08 gross up. Grabill & Co., Lancaster, Pa. 1

WANTED

WANTED.—Cheap, accurate machine to measure cloth in bolt. Suitable for invoicing rolled cloth. Address F. A. Crabtree, Ceres, Va., Route No. 2. 1

WANTED.—To buy a used adding machine. Price must be reasonable. Address Geo. Minschwaner, Trenton, N. J. 26

WANTED.—A standard late model typewriter. Address W. M. Focht, 157 High St., Pottstown, Pa. 26

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammononton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

STORES

FOR SALE OR RENT.—General corner store, established 50 years; adjacent dwelling, porches, old shade, five acres, fruits; in heart of mountain resort. Address A. H. DeWitt, 524 Main St., Stroudsburg, Pa. 26

FOR SALE.—Corner grocery and meat market, established in 1870. Stock at invoice and real estate on terms. This is a cash business and in good shape. I want to retire and go South. Address John Sebastian, 412 W. Eleventh St., Erie, Pa. 1

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If de-

sired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet; two baths, three toilets, hardwood floors, gas and electricity. Also bungalow, with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$475. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—American slicing machine. Recently overhauled at factory where it was manufactured. Machine is in first-class condition. Bargain. Going out of business or would not sell. Address Elizabeth A. Gridley, 418 Thirty-sixth St., Brooklyn, N. Y. 24

FOR SALE.—One Hallwood cash register at a bargain. Address S. E. Hubbs, 836 N. Sixth St., Camden, N. J. 24

FOR SALE.—Stock and fixtures, \$1,800; rent, \$35; established 30 years; best town in Eastern Pennsylvania; population of 60,000; cash or part cash and good security; owner going West. Address B. M. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Two 8-foot floor cases, one 6-foot and one 12-foot grocery counters, glass front; six counter cases; umbrella case; large ribbon case; one

shoe settee and foot rest; two 5 and 10-cent tables; one automatic cheese cutter; one Stimpson computing scale, capacity 100 pounds; one cash register, with record slip; one McCaskey Register. Address Mrs. Blanche Mathews, Jamesburg, N. J. 23

FOR SALE.—Toledo computing scale, four-pound capacity, with scoop; selling price, 5 to 75 cents; good condition; \$20 takes it; I have no use for it; will ship C. O. D. Address A. Strock, Fifteenth and Naudain Sts., Harrisburg, Pa. 3

FOR SALE.—One balancing scale in good condition. Will sell for \$8. Will pay freight charges. Address Fred. J. Klick, 2226 Holland St., Erie, Pa. 26

FOR SALE OR EXCHANGE.—One 14-syrup Lippincott fountain, one carbonator (water power), with water motor, two fans, two marble slabs and sink complete; outfit cost new over \$2,000; will sell outright or exchange. Also one 10-syrup fountain, with rocker and everything complete. Make offer. Address Atco Stores Co., Atco, Ga. 26

MISCELLANEOUS.

FOR SALE.—Lot, 50 feet front, 150 feet deep, 65 feet on back; 2½-story frame; 5 rooms, besides storeroom. Price \$7,000 for property; stock and fixtures between \$600 and \$800; one-half can remain on mortgage. Town of 50,000, ninth largest manufacturing city in the United States, according to population. Address B. Bruggaman, 752 S. George St., York, Pa. 3

FOR SALE.—A good team, bay mare, nine years old, sound and fearless; in good condition; will work anywhere; also good driver. Delivery wagon, hand made, good size, with glass front; only used a short time. Also new harness. Will sell at low price to quick buyer. Reason for selling, using automobile. A. E. Flagler, Quakertown, Pa. 3

FOR SALE.—Holly wreaths. Can fill orders for above in any amount. Address W. E. Jones, Greenwood, Del. 25

FOR SALE.—Fancy hand-picked Fallwaler apples; will keep till spring. Should like to get in communication with some retail trade. Can ship any quantity, from a barrel up and the same day order is received. Address A. S. Anthony, Mauch Chunk, Pa. 26

FOR SALE.—Six mahogany tables, as used in restaurant; also electric fixtures, cheap. Address A. F. Bickley & Son, 520 N. Second St., Philadelphia. 26

FOR SALE.—Holly and holly wreaths. Can fill orders for above in any amount. Address Luther G. Welch, Bridgeville, Del. 24

AUTOMOBILES

FOR SALE.—One five-passenger Rambler touring car. This car has been well taken care of and is in good condition, with top, windshield, tool box, extra tires, tubes, etc. Would make excellent delivery car, as it has a large, roomy body. Will sell cheap, as we are about buying a new car. Address J. W. Kraft, 620 E. Chester Ave., Lancaster, Pa. 26

SITUATION WANTED

WANTED.—High-class grocery manager will be open for responsible position after January 1st. Ten years' with present firm. Address S. W. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

WANTED.—Manager and buyer of general retail store, now doing an annual business of \$150,000, desires to

make a change after January 1, 1915. Fifteen years experience as successful buyer and manager of general stores, with best of reference as to ability, etc. Reason for wanting to make a change fully explained. Address W. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

HELP WANTED

WANTED.—Want to find some merchants in large towns and cities to handle first-class eggs. I am getting about two or three crates per week. Address J. E. Elliott, Bridgeville, Del. 3

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Make Your Store a Monument

The merchant who sells the best thing in its line he can find is running a store that is going to succeed and be a monument to him.

The best doesn't necessarily mean highest priced.

James T. Shinn's Liquid Rennet is the best rennet made, bar none. Cleanest and most fastidiously made, and the quickest acting—it will curdle milk in 3 to 5 minutes. Every bottle is guaranteed to your customer and guaranteed to you.

Shinn's Liquid Rennet pays you 100% profit—that's another reason it's the best in its line.

Shinn & Kirk
1400 Spruce St., Phila.

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as you know, helps the sale of an article wonderfully. When it comes to yeast, do you know of any other that has the reputation and prestige of

Fleischmann's Yeast

Modern Merchant

AND

Grocery World

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Circulates in every
State of the Union
and Canada.

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Two Good Schemes From Washington, Pa.

Board of Trade of That Town Devises Credit System With a New Feature. Good Rating Based on Disposition to Pay Rather Than on Possession of Assets. Description of Plan. Also Establishes a Community House for Convenience of Itself and The Town's Customers.

The Board of Trade of Washington, Pa., has started to do a couple of things so good that they are worthy to be published so that other merchants' associations can do likewise.

The first is the establishment of a new credit system for the use of the retailers of Washington. Before this was inaugurated public notice was given the public. The people were told that practically all the retailers in the town were going over their books and making up a list of good, bad and indifferent customers. They were told that this list would be quite unlike the usual credit list in that it would not consider the debtor's actual financial responsibility, as shown by the ownership of real estate, but would consider only his disposition to pay. With this in view consumers would be classified under eleven headings:

1. "Pays Cash"—Those who pay promptly at time of sale or on delivery.
2. "Pays on Request"—Those who pay when statement is rendered or on first call of collector.

3. "Fairly Prompt"—Those who pay in such reasonable time as to make their account fairly satisfactory.
4. "Slow and Uncertain"—Those who fail to meet their obligations and who compel use of pressure in collections. Unsatisfactory customers.
5. "Slow but Sure"—Those who take advantage of their financial responsibility or defer prompt payment of just debts—those who pay at definite periods extending over long time—those who are accommodated for long time for private reasons of merchant.
6. "We Demand Cash in Advance"—Those who have abused credit privileges and are not now worthy of credit.
7. "Kicker, Makes Unjust Claims"—Those who make a practice of demanding rebates and discounts because of alleged imperfections in goods beyond the lapse of reasonable time after delivery.
8. "Buys Too Freely on Credit"—Those whose intentions to pay are good but who buy entirely beyond their means, unless credit is limited.
9. "Claim in Attorney's Hands"—Those whose failure to pay makes it necessary to employ collector or attorney. (Does not apply to cases where regular collector is employed for the collection of installment accounts.)
10. "Claim in Judgment"—Those who have been sued and judgment taken against them and where judgment remains unpaid.

11. "Compromise Claim"—Those who have paid part of a claim and demand receipt in full for goods purchased, the merchant accepting such settlement in preference to losing entire amount of claim.

The following is an interesting paragraph from the public announcement of the plan:—

While there is no agreement among the merchants of the Business Men's Bureau to refuse credit to any individual because of his delinquency elsewhere, there will naturally be a disposition to be guided by the experience of others and it behooves every one to review his outstanding obligations and take the earliest opportunity to establish a record which will entitle him to credit.

The second good thing that the Washington Board of Trade has done is to establish what it calls a Community House. This is not only the home of the Board of Trade, but is the connecting link between the merchant and the farmers of the county. It is a double front, three-story building, painted white and contains the offices of the Farm Bureau and Board of Trade. On the first floor a large room has been fitted up as a meeting place and rest room. Here will be installed a permanent "Home Products Exhibit" of Washington and Washington County. Panoramic pictures of local manufacturing plants, with interior views of the factories and exhibits of the manufactured articles wherever practicable will be displayed in this room. The Agricultural Bureau will also install a permanent exhibit. These exhibits will be made up of the choicest grains and fruits of the country pictures of "blue ribbon" stock, with the names and addresses of the owners.

In another large room on the second floor a fine large, well-lighted room has been fitted up for public meetings and here noon-day lunches will be served, a complete and modern kitchen being provided in the rear room.

On the second floor two well-lighted, airy rooms have been set aside by the Board of Trade and furnished by the ladies of the Commercial Events Club as rest rooms, a comfort station for ladies who may be visiting in the city or doing town shopping. Later it is proposed to establish in this connection a down town day nursery, with a trained nurse in attendance to care for the babies while the mother shops.

In the rear of the Community Building a roomy hitching yard has been opened to the public, which will accommodate 50 teams comfortably. After hitching Main street may be reached directly through the Community Building where wash rooms and all minor accommodations of a hotel will be provided.

How Collection Agencies Eat Up What Little They Collect

The Case of a Pennsylvania Subscriber Who Accidentally Learned That a Philadelphia Agency Had Collected an Account. How They Convincingly Showed Him That They Owed Him Nothing, but That He Owed Them \$1.79.

Another case showing the methods of collection agencies. A Pennsylvania subscriber writes as follows—

Some time ago I gave the Mercantile Credit Association a lot of old accounts for collection, with the understanding that they were to receive 10 per cent. on all accounts they could collect without bringing suit, and where they brought suit they were to retain 50 per cent. I found they had collected one account, but said nothing to me. I called them to account. They brought no suit to collect the \$5.42.

The "Mercantile Credit Association" gives as its address Suite 304 Bulletin Building, Juniper and Filbert streets, Philadelphia. The subscriber

sends with his letter some data showing how the agency accounted for the \$5.42 which he discovered it had collected without notifying him. The agency sent him the following statement:—

| | |
|---|--------|
| CR. | |
| Collected from H. M..... | \$5.42 |
| DR. | |
| To 50 per cent. com. | |
| \$5.42 | \$2.71 |
| To docket fees, 20 accounts at 25c..... | 4.50 |
| | \$7.21 |
| Balance due us..... | \$1.79 |

There appears to be two slick tricks revealed here—two of the familiar old tricks of the typical collection agency.

First, apparently charging 50 per cent. commission on a collection that did not require suit, and which therefore, under the contract, was entitled to but 10 per cent. We are not at all sure, however, that this subscriber will not find tucked away somewhere in his contract a clause which he overlooked, giving the agency the right to charge what it has.

The second trick is the "docket fees," which in this case appear to mean merely a charge of 25 cents each for 20 accounts. For what is not revealed. The term "docket" as usually understood, means a record book kept by the clerk of a court. There is some reason to believe that the agency uses the word to describe its charge so that the customer will believe that it was some kind of a charge for suing debtors. It is certain that no collection agency has a right, under the name "docket fees" or anything else, to charge 25 cents each for 20 accounts unless the contract gives

it that right. This subscriber should look at his contract and see if it contains a provision giving such right. If it does not, he has a civil and criminal right of action against the agency, in our judgment.

One suspicious thing about most all of these collection agencies is that nowhere about their stationery appears any individual name. The aim seems to be to do business under some indefinite name without letting anybody know what the concern really consists of. The Philadelphia concern sent the above subscriber a letter signed "The Mercantile Credit Association" somebody, but the name was an illegible scrawl, whether intentional we do not know.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 14

It is a rule with no exception that a retailer, in stating his financial condition to his jobber should speak with the utmost frankness, for two reasons: First, because a jobber can get all the information anyway; and second, lack of frankness invariably arouses suspicion—suspicion, often which is quite without reason.

No retailer ever lost anything by treating his jobber with the utmost candor, and thousands have gained by it and are gaining by it every day.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestler, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

Criticisms of Pennsylvania Food Storage Law Reach Head at Commission Hearing. Nobody Appears to Oppose Amendment

Pennsylvania Legislative Commission to Examine Workings of Act of 1913 Regarding Cold Storage of Food, Hears Arguments in Philadelphia Against Present Act. General Demand for Longer Time Limit. No Arguments Presented for Continuance of Present Law.

The Legislative Commission appointed by Governor Tener to ascertain whether there is real cause to object to the Pennsylvania Cold Storage Act of 1913, held a hearing in Philadelphia on Thursday, Friday and Saturday last, having previously met in Pittsburg. The Philadelphia hearings were in one of the Council Chambers on the fourth floor of City Hall. The first day was devoted to hearing arguments against the law.

The first speaker was Mr. Frank R. Shattuck, who rose on behalf of the cold storage companies, in which business \$25,000,000 is represented. He criticised the present law as being the most drastic law on cold storage that there is in any State, and as discouraging the cold storage business in Pennsylvania, when the aim of the Commission should be to help a business that is of benefit to the farmer, the dealer and the consumer. Mr. Shattuck stated that the provision regarding the thirty-day period was contradictory to the remainder of the law, and the meaning of this clause is not clear at all. He strongly favored an extension of the time limit on butter, eggs and poultry. Mr. Shattuck placed on file with the committee what the cold storage companies with their close knowledge of the matter think.

Elton J. Buckley spoke on behalf of the Acme Tea Co. He said in part: "I appear here on behalf of the Acme Tea Co. of this city, which perhaps more than any other single company has a very keen interest in what you do to-day and particularly what you do when the Legislature convenes, because it does a very large business in products which are affected by this law. Like every other dealer, it is compelled during certain periods of the year to depend for a part of its stock

upon products that have for a time been placed in cold storage. I believe the time will come, and is not very far distant when the public will come to recognize the absurdity of any time limit on cold storage products, and when the only restrictions surrounding these products will be first, that the consumer should be told fully and clearly that the product offered is a cold storage product, and second, that it shall be wholesome and edible when offered for sale. What possible difference does it make that an egg, for instance, has remained in cold storage for eighteen months or two years, if it is perfectly edible and wholesome at the time offered for sale?

"I think it is generally admitted that the eggs that go into cold storage in April are the best in the entire year, not only in quality, but greatest in quantity. As the law stands eggs stored in April must be withdrawn by December or be condemned and sent out of the State, while June eggs, which are greatly inferior, may be sold up until February and March despite the fact that their keeping quality is very much lower than the April eggs. The only way that a dealer can avoid the probability of having a part of his stock condemned and upon his hands in December is to store such a small quantity in April as he is sure he can dispose of, which tends to advance the price when that small stock of eggs comes to be sold.

"By the arbitrary time limit the public during the period from December on until the flush of the season in April comes is simply deprived of the finest eggs in the year, because the later stored eggs are at all times of an inferior quality.

"It seems to me that a logical and proper amendment to this act

would be to make a time limit from season to season.

"I understand that there is an objection on the ground that this would encourage speculation, but I say that the man who knows his April eggs must be removed from the State or consumed before the next season's eggs come upon the market cannot speculate very much. His speculation anyway would be in a way directly in line with the consumer's interest, for he could store more eggs in April than he can now, and make the selling price less.

"In regard to the provision that when a consumer is offered products kept under cold storage the fact shall be made known to him by having the date of storing appear on the product," Mr. Buckley said. "Admitting that the consumer deserves to be told this, unfortunately it works out to his disadvantage as to eggs, for he will at once conclude that eggs marked April 1914 are not as good as those marked July 1914, which conclusion he would have a right to reach with the average product. My clients state that time after time they have seen this happen. Probably the only way to remedy this is through a wide educational campaign through the newspapers, etc."

The next speaker was Mr. F. P. Larkin, a fish dealer on Dock street, Philadelphia. He objected to the nine-month limit on the cold storage of fish on the ground that the whiting fish, which is a wholesome and cheap food product, is caught in the early spring in great quantities and which, under the nine-month provision of the cold storage act, is practically eliminated from the market during the last three months of the year, despite the fact that it is in a wholesome condition after the expiration of the nine-month time limit. "The restriction is unfair, also, in that it will not allow the dealer to put back into cold storage a product that had once been withdrawn," said Mr. Larkin. "It has happened with me several times that I have received an order to ship a certain quantity of cold storage fish. I have withdrawn the fish from the warehouse, just about to ship them, when a telegram from the consignee is handed me to the effect that a sudden change in the weather makes it inadvisable for him to receive the fish at this time, and asking me to hold up the order until otherwise noti-

fied. Under this act, as it now stands, I may not return those goods to the cold storage warehouse. These good fish then that cost me lots of money must be consigned to the dump heap. There should be an amendment made to the present act establishing a trustworthy man in Philadelphia to whom we could submit such cases so that wholesome food products may be returned to cold storage in order to prevent their waste."

Dr. Mary Pennington represented the United States Department of Agriculture, in response to a telegram to that Department from the Cold Storage Commission. Dr. Pennington's address was a long and careful presentation of facts regarding poultry and eggs, proven through tests by the Department of Agriculture. She used a chart to show first the effects of different temperatures on perfectly good fowls. A chicken kept at a temperature of 65 degrees for three days is inedible; one kept in the ordinary housewife's refrigerator is still edible after five and a half days; at 32 degrees a fowl is edible on the fifteenth day. Even on the twenty-second day at this temperature a chicken is quite good, in fact the flavor it attains in this period of time is commonly accepted as highly desirable; a chicken kept in a room at 10 degrees is not changed after four months; a slight change takes place after a period of eight months; a slightly greater change in twelve months, but the chicken is comparable with one kept in a housewife's refrigerator five and a half days. After sixteen months the chicken begins to lose its good flavor rapidly, although we have been unable to find anything unwholesome in its composition. Tests showed that the change was in the acidity, or rancidity, of the fowls, that is the fat (which gives the flavor to any flesh) undergoes a change. Dr. Pennington stated that the vitally important thing is that the fowl is in prime condition when put in cold storage. First the fowl must have been properly killed and completely bled, and the skin not torn. By the cutting of a certain muscle in the throat which the brain uses to control the keeping in of the feathers, it becomes easy to pluck them from the skin without injuring it, and by cutting another cord the blood will flow freely from the mouth until the carcass is empty. The entrails must not be

withdrawn. The chicken should be starved for at least twenty-four hours before it is slaughtered.

In the ordinary course of business it takes about three weeks from the time that a chicken is withdrawn from a cold storage house until the time it reaches the consumer. After any longer period than this, however, deterioration sets in.

Dr. Pennington illustrated with water sketches the relative values of April eggs and June eggs and August eggs, and proved that April cold storage eggs were superior even after several months to summer fresh eggs. By holding an egg before a candle in a dark room it is possible to know the condition of the egg. A good egg will show a dark spot in the center. When the yolk or dark spot is near the top or the bottom it is not first grade. She explained that the hen is in better condition in the spring and lays better eggs and larger quantities.

Nature provides a mucilaginous substance for the covering of the egg, which is a necessary protection. Eggs which are allowed to be wet lose this covering and consequently are open to bacteria and mold.

The careful tests of the Department prove that an egg is just as palatable at the end of nine months as when it entered the refrigerating plant, but after that it rapidly loses its palatability, but not its wholesomeness. It is still good for bakers' uses, etc.

Dr. Pennington spoke of inferior or second grade eggs which rapidly change to third and fourth grade if shipped during the warm weather at great distances, which may be conserved by being taken from the shell immediately and kept in vessels under cold storage conditions. Cold storage abates immediately any changes in composition, thus saving these eggs otherwise destined to become decayed and worthless.

When Dr. Pennington had finished speaking Senator Klein asked her what she thought of a twelve-month time limit for both poultry and eggs, but she declined to give any opinion, saying that her mission was simply to present facts to be acted upon by those designated to make the laws.

There was a slight misunderstanding by the Commission as to whether Dr. Pennington declared

eggs unwholesome after nine months, but she set that right by stating that the change that occurred was in palatability only.

The Commission was curious as to the relative value of the brown and of the white egg. Dr. Pennington stated that the brown had a larger keeping quality and was worth 5 cents more per dozen in Philadelphia and in Boston, but that in New York white eggs were 5 cents higher than brown. It is merely a matter of fashion.

A member of the Commission asked Dr. Pennington's opinion of the method of preserving eggs known as liquid glass. She replied that it was a good method for the housewife but not practical on a large scale.

After an adjournment of half an hour the following addressed the Commission: Mr. Harry Nusbaum, president Philadelphia Produce Exchange; Mr. Charles Calwell, president Corn Exchange National Bank; Mr. Jacob Miller, an egg dealer in Philadelphia, and Mr. Tucker, a fire insurance solicitor.

Mr. Nusbaum was listened to with attention as he presented the arguments that had already been brought out regarding the wholesomeness of food products after the time limit set by the act, urging an extension to a year's time to prevent the loss of business to the cold storage houses of Philadelphia, and to prevent the waste of products that are needed at certain periods of the year, owing to lack of fresh supplies. Mr. Nusbaum pointed out the absurdity of the idea that an extension of the time limit would encourage the holding up of stock until the time limit was near expiration, because, he said, nobody would think of using cold storage products to compete with fresh products of a year later date. He said in reference to the requirement that goods stored in Pennsylvania must be marked "Wholesome Cold Storage" that it placed Pennsylvania products at a disadvantage with similar products from other States, as the public would invariably choose the unbranded goods of other States to the cold storage labeled products of Pennsylvania, because the public is not educated to the use of cold storage foods as yet.

Mr. Nusbaum said that the rumors from time to time of a corner in poultry, eggs, etc., were ridiculous, because of the thousands and

thousands of small producers, making it practically impossible for a concerted action.

He filed with the Commission a tentative draft of a law which the Exchange which he represents considers reasonable and logical.

Mr. Charles Calwell said that "this question is very important from the banking point of view. We have loaned millions of dollars on butter, eggs and poultry. The Pennsylvania Cold Storage Law by putting a time limit on these goods destroys our collateral."

Mr. Jacob Miller in support of his statement that the present act sends business out of Pennsylvania into other States told of an old customer of his who said that this year he would place 10,000 eggs with Mr. Miller and another 10,000 he would store in New Jersey, a loss of several thousand dollars to Mr. Miller.

Mr. Tucker said that even his business was affected. "Three years ago I remitted by cable \$75,000 to \$100,000 insurance on butter and eggs stored in Philadelphia. Last year I did not remit any. I say this to show you that eggs and butter are not coming to Pennsylvania, but are going outside the State into New Jersey and New York."

Friday had been set apart to hear from those who wanted the law kept as it is, or made even more severe. Nobody appeared for this purpose when the Commission convened, and an adjournment was taken. There was no session on Saturday.

Want to Stop Use of Word "Quaker" on Merchandise.

Bill Introduced in Congress Would Prevent Use of the Name of Any Religious Sect as Proprietary Brand. Worst Blow Would be Struck at Quaker Oats and Quaker Whisky.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 18, 1914.

A bill has been introduced in the House which seems quiet enough, but which is probably destined to stir up a greater rumpus than any bill that has gone in for some time. It has been fathered by Representative Palmer of Pennsylvania, and its object is to prevent the use of the name "Quaker" or that of any other religious society as a trade brand for goods sold in interstate commerce. Those favoring the bill

are not so much opposed to the Quaker figure which appears on Quaker Oats, but object most strongly to the Quaker figure now being used on a bottle which contains what the proprietors call "Quaker whiskey."

Members of the Society of Friends, who go to New York frequently, have become aroused over the bright lights of an electric sign which spell "Quaker Whisky." It is understood that the employment of the name by the whiskey firm started the crusade now agitating the members of the Society of Friends throughout the country.

Representatives of the Quaker Oats Co. appeared before the Committee having this bill in charge last week and protested against it, saying it would ruin their business.

HOLT.

AMONG THE TRADE.

H. S. Pennypacker, who was some time in the wholesale butter and egg business at 102 Vine street, Philadelphia, has joined the egg department of John Jamison.

A fine of \$75 and costs on Wednesday was imposed on Henry and George W. Erdman, formerly of the firm of H. Erdman's Sons, 1810 Frankford avenue, for selling an imitation vinegar as the product of apple cider.

Commercial Movement of Onions and Cabbage.

Reports received from 290 shipping points in 16 principal late onion producing States, show that approximately 18,934 carloads of onions were shipped from these stations in 1913. Of this number, about 12,239 cars were moved during harvest time, and 6,695 carloads were held in storage at these points for later sale. From these reports the estimated commercial onion crop for the year 1914 at the same points is 21,623 carloads, and the estimated quantity going into storage at those points 7,879 carloads. These 16 States produce about 75 per cent. of the annual crop. Reports received from 328 shipping points in 10 principal late cabbage producing States show that approximately 18,694 carloads of cabbage were shipped from these stations in 1913. Of this number, about 14,465 were moved during harvest time, and 4,229 carloads were held in storage at those points for later sale. From these reports, the estimated commercial cabbage crop for the year 1914 at the same points is 20,390 carloads, of which number around 15,745 cars are being moved during harvest time and about 4,645 cars put into storage. These 10 States produce about two-thirds of the annual crop.

WITH THE EDITOR

The "Modern Merchant and Grocery World" has the highest respect for E. F. Ladd, Commissioner Ladd's Dairy and Food Alleged Ruling on Undrawn Poultry. Commissioner of North Dakota. It

regards him as an energetic and upright official. But if he is properly quoted in an opinion which has been published in some of our contemporaries during the week, we believe that Mr. Ladd's friends should look closely into the question of his sanity.

The Commissioner is quoted as having rendered an opinion that it was a violation of the North Dakota food law to sell undrawn poultry, because the entrails constituted "filthy, decomposed or putrid animal substance" under the law. If it does that under the North Dakota law, it also does it under the Pennsylvania law, the Federal law and practically every other food law, for every one contains a provision declaring food adulterated if it contains any "filthy, decomposed or putrid animal substance."

We believe the esteemed Commissioner Ladd to be as wrong as wrong can be. When the law says no food shall contain filthy, decomposed or putrid animal substance, it means contain it so that it may be eaten by the consumer. Sausage, for example, made partly with rotten meat. Or catsup made with

rotten tomatoes. The entrails of a fowl, which by *invariable* custom are removed before the fowl is eaten, are not "contained" in the fowl, in the legal sense, at all.

As a matter of fact, we are unwilling to believe that Commissioner Ladd ever made such a ruling.

Perhaps not since men began to exist has there been a perfect man—a man so completely rounded that he was as strong at one point as at another; in other words, having no weaknesses. Take Thomas A. Edison. We regard Edison as a demigod among men. His genius amounts to more than genius; it is supernatural inspiration. No man like him has ever lived.

Yet when Edison's enormous plant burned down the other day, with a loss of \$7,000,000, it developed that he had only about \$750,000 insurance! Think of the fearful negligence of that—from Edison, the man who has peered further into nature's mysteries than any other man.

We have heard it said, and we are coming to believe it true, that the stronger a man's strong points the weaker his weak points will be. In other words, the weaknesses of

a strong man are apt to be much greater weaknesses than those of the average man. The case of Edison and his fire insurance is a case in point.

Any business man who fails to protect himself by insurance, from every conceivable contingency, is a very foolish and short-sighted man, even though he be as great as Thomas A. Edison.

Whoever is fathering the bill just introduced in Congress forbidding

The Quaker's Poor Case Against Quaker Oats.

the use of the name of any religious sect as a proprietary brand, they haven't a leg to stand on as to the use of the word "Quaker" in connection with Quaker Oats. For forty years "Quaker" has been used as a rolled oats brand in this country without a word of public protest from the Quakers. Now, after it has become one of the most valuable trade-marks in the world, they decide that it is disrespectful to them, and want to stop it. They should be laughed out of Congress. One of the most familiar principles of the law is known as estoppel. It is a rule of justice and right. When A stands by and sees B do something to his (A's) disadvantage, without a protest, he (A) cannot thereafter object to B continuing

to do it, nor can he collect damages for what has been done. "You should object in time," is the substance of the principle. It is directly applicable here.

At the same time a law would probably be good that forbade the use of the name of a religious sect in connection with liquor. There is a question of sacrilege there which affects the general public.

Here is a dispatch from a Western paper:—
This Law is Not Needed.

The City Club of Chicago and other organizations which have been active in the promotion of the "Public Health Exhibition" that has been in progress all of this week at the headquarters of the club in Chicago, have announced that they are working on a bill to be introduced at the next session of the Illinois Legislature that will make the retail dealer in foodstuffs directly liable for damages in case impure goods sold by them cause illness or death of a consumer.

The City Club is badly advised if it does not know that this is already the law. In any part of the United States a consumer injured by bad food can sue the dealer of whom he bought it for damages, and can collect them, provided he can show that the dealer knew the food was bad or should have known it. Of course if it is something like a sealed can of salmon that does the harm, the retailer is not legally responsible; many cases decide that.

National Retail Grocers' Association Launching a Nationwide Organizing Campaign.

President Connolly Will Tour West and South in National Organization Interest, and Secretary Green Has Already Invaded the East. National Association Will be Active in Increasing Membership From Now On.

Special Correspondence of "Modern Merchant and Grocery World."

San Francisco, Cal., Dec. 14, 1914.

The organization work carried on by the National Association of Retail Grocers of the United States started shortly after the Louisville convention, when President F. B. Connolly made an official call on a number of local associations in the Eastern States, attended the Illinois State convention and represented the National Association of Retail Grocers at the wholesale grocers convention at Minneapolis.

Mr. W. M. Howe, of Kansas City, was appointed National organizer by President Connolly on July 1st and spent the months of July and August organizing the State of Missouri. From September 14th until November 12th Organizer Howe devoted his time in the State of Kansas, increasing that State Association with the following new local associations and a number of individual members:—

Iola, 30; Humboldt, 21; Neodesha, 6; Cherryvale, 12; Independence, 5; Coffeyville, 15; Parsons, 35; Girard, 15; Wichita, 35; Mulberry, 1.

On November 16th Organizer Howe began work in Michigan to increase the membership of the Michigan Retail Grocers' and Merchants' Association, where he is now engaged, with satisfactory results, having already organized St. John, Mich., 8 members; Owosso, 25 members; Adrian, 15 members during his first week.

On August 24th President Connolly appointed another organizer, Mr. E. A. Ewing, who, during seven weeks end-

ing October 10th, organized 17 new locals in California, which increased the California State Association by 200 new members.

On October 26th Organizer Ewing began work in the State of Washington, where he has been meeting with good success. Western Washington was first organized, and during the past two weeks he has been at work in Eastern Washington, with headquarters at Spokane, under the direction of President Kinsey, of the Washington State Association. He began organizing in Idaho last week.

President Connolly arranged with National Secretary John A. Green to do some organizing work in the Atlantic States, New Jersey, Delaware, Maryland and Virginia. Secretary Green has made two organizing trips into these States, addressing large gatherings of local associations that are in existence in the larger cities to induce them to join the National Association.

The call for the next semi-annual meeting of the Executive Board to take

place in Chicago Monday, January 11th, and Tuesday, January 12th, has been issued by President Connolly. At this meeting the expiration of the contract with the C. M. Wessels Co. on advertising will be acted upon. A nationwide fight against the encroaching coupon evil, as well as trading stamps, will be launched with renewed vigor.

After this meeting President Connolly will visit the Eastern States and attend several conferences in New York City, after which he will visit Washington, D. C., and then proceed into the Southern States to Atlanta, Ga., and to New Orleans, La., where he will arrange for an organizing campaign for the purpose of forming a State Association in Louisiana. The officials of the Texas State Association will also be visited by the National President on his way back to California.

The following State conventions will take place in the future:—

Montana Retail Merchants' Association, at Helena, January 18 and 19, 1915.
Colorado Retail Grocers' and Mer-

nts' Association, at Denver, January 19 and 20, 1915.
regon State Association, at Portland, February 15, 16 and 17, 1915.
Michigan Retail Grocers and Merchants' Association, at Lansing, February 20 and 21, 1915.
Minnesota Retail Grocers' and General Merchants' Association, at St. Paul, February 22, 23 and 24, 1915.
The National Association will be represented at each of these conventions one of its officers.

* * *

Where Do You Buy Your Egg Cartons?

Do you know that one of the largest manufacturers of egg cartons is located in Philadelphia, and that they make the simplest and safest carton?
If you have any doubt about it, get in touch with W. A. Schurmann & Co., 7 Diamond street, Philadelphia, and let them prove it to you.—Advt.

Read The Advertising World

or new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

avis & Davis, Washington, D. C.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The War Tax and the General Merchant.

Hanover, Pa., Dec. 9, 1914.

To the Editor.

Dear Sir:—Please give me some information in regard to the war tax in effect December 1st. Mine is a grocery line, with some tobacco and cigars. I did not get any notice and do not know whom to write. I suppose my stock should be stamped.

By so doing you will greatly oblige,

Yours truly,

W. L. ZEPP.

As a tobacco dealer you must pay a special tax of \$4.80 per year, provided you sell more than \$200 of tobacco yearly. If you sell less you are not taxed.

The following articles are also taxed: Perfumery, cosmetics, essence, extract, toilet water, vaseline, petrolatum, hair oil, pomade, hair dressing, hair restorative, hair dye, tooth wash, dentrifice, tooth paste, aromatic cachous or any similar substance or article, 1/8 cent stamp if retail value does not exceed

5 cents; 2-8 cent stamp where value does not exceed 10 cents; 3/8 cent stamp where value does not exceed 15 cents; 5/8 cent stamp where value does not exceed 25 cents. Chewing gum, 4-cent stamp for each box, carton, jar or other package containing chewing gum not exceeding \$1 in value; 4-cent stamp for each additional dollar in value or fraction thereof.

Retailers having any of these on hand December 1st must buy the stamps and put them on before they sell them.

An Echo of the Ivins' Ad-Writing Contest.

Baltimore, Md., Dec. 14, 1914.

To the Editor.

Dear Sir:—I am deeply indebted to you for a thrill, the like of which it has not often been my privilege to experience.

Of course, I do not undervalue the well-worth-while tangible reward that came to me as a token of victory in the

Ivins' advertising contest, but I value the peculiar, inexpressible sensation of winning still more.

The subject, however, was so simple and so easy as to be well within the scope of my meagre talents, for one should have no difficulty in setting down the merits of Ivins' cakes and crackers, they are so many and varied.

My mother shared with me the glory of conquest, and in discussing my good fortune, paid a rather enthusiastic tribute to the excellence of Ivins' products, saying among other things, "It would do your heart good to see the way they are packed." By which I am reminded that the consumer is sometimes a discerning and observant person.

I should like you to repeat my thanks to the Ivins people, not so much for the \$20 which the contest yielded to me, but rather for that very vague and indefinable thing which I call "thrill," for the want of a word to more fitly describe the emotions that possessed me when I became aware that I had claimed the first prize.

Yours truly,

THOMAS KERR.

Who Knows Colton Cherries?

Bridgeville, Del., Dec. 10, 1914.

To the Editor.

Dear Sir:—Who in Philadelphia handles Colton Brand Royal Anne Cherries?

Yours truly,

LUTHER G. WELCH.

We have not been able to find anybody who does.

Electric Washing Machines.

Souderton, Pa., Dec. 10, 1914.

Dear Sir:—Can you give me names and addresses of either wholesalers or

8

¶ Wives are fine people to try merchandising propositions on when you aren't sure. Ask your wife whether she would prefer buying a nationally advertised brand of something or an unknown brand.

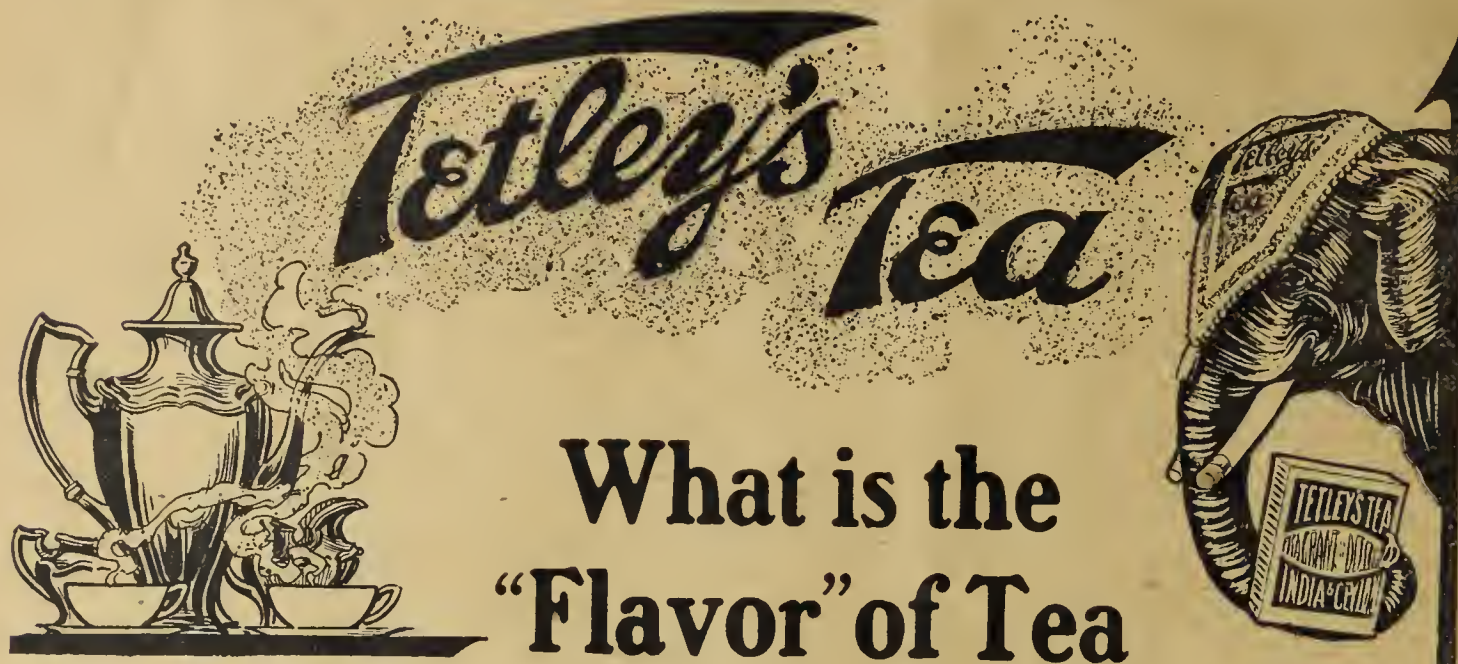
¶ Her answer would be the answer of almost all buyers. Where, then, is the line of least resistance?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"



What is the "Flavor" of Tea

The Flavor of Tea is a dainty *Perfume*, easily lost upon exposure to the air. That is why *Bulk Tea* cannot run uniform in flavor or aroma. It is impossible to retain the delicate fragrance of any tea that is handled in *bulk*.

Many a merchant's business is built upon the reputation he makes as a seller of *good tea*. Why jeopardize *your* trade by selling tea *with the flavor left out*.

TETLEY'S TEAS

"Blended and Packed by Experts in London, England."

are the finest grown—carefully selected and scientifically blended to a permanently uniform flavor—then packed in attractive, air-tight tins, so that the tea retains all its delicious aroma and flavor.

Big sales of tea are easy when the brand you push is TETLEY'S. Recommend TETLEY'S and

Watch Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc. : 108-110 Franklin St., New York



TELL YOUR CUSTOMERS

"TETLEY'S not only equals the best, but it is *better* than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

manufacturers of electric washing machines, as I would like to buy one?

Yours truly, CHAS. HEARING

The Philadelphia Electric Co., Te and Chestnut streets, Philadelphia, s electric washing machines.

Marking Stock on Hand Under N Pennsylvania Net Weight Law

Rheems, Pa., Dec. 16, 1911

To the Editor.

Dear Sir:—I am a subscriber to your paper and would like to ask you a few questions. You can answer through your paper if you wish, as I am sure your answers will be appreciated by other merchants.

In regards to the weight and measure law, going into effect January 1, 1912, in looking over my stock of packaged goods I find nearly all package goods marked showing the contents. Will we do when they are not marked?

For instance, I have some Harford Pride Brand shoepeg corn, No. 2 cans packed by J. S. Mitchell & Bro., Abbeville, Md.; Knighthood baked beans with tomato sauce, No. 2 cans, packed for Reeves, Parvin & Co., Philadelphia, Pa.

Now, these two brands of canned goods do not have the contents on the package. In such cases what will you do?

Yours truly,

P. N. KRAYBILL.

You must weigh all these packaged goods, make a calculation as to the weight of the container, and mark the label in such a way as to show the weight of the contents. Be careful not to understate it rather than overstate it, but get as close as you can. Perhaps the packer or jobber from whom you bought the goods will supply you with stickers; some of them are doing this. If not, you can buy a plain white sticker on which you can write or rubber stamp the necessary wording, provided you have only a few packages. If you have a large stock, it would probably pay to have stickers printed.

No Higher Meat Freights Until April 15, Anyway.

Proposed increases in freight rates on live stock, fresh meats and packing house products from Chicago, St. Louis and other Western centers to Eastern cities were suspended on Monday by the Interstate Commerce Commission until April 15th for investigation. It is estimated that had the increased rates been permitted to go into effect they would have yielded to the roads an added income of nearly \$10,000,000 annually. The proposed advances affected not only live stock of all kinds, but fresh meats and packing house products of every description. On cattle, for instance, the increase would have been from 28 to 33 cents a hundred pounds between Chicago and New York; on fresh meats, from 45 to 50 cents a hundred pounds, and on general packing house products from 30 to 33 cents a hundred pounds. Vigorous protests against the increases were made to the Commission, not only by the meat packers and live stock producers, but also by the general consuming public. The Commission, in its order of to-day, did not pass upon the reasonableness or the unreasonableness of the proposed advances, but indicated that they would be made the subject of an investigation to be held at a later time.

The New York Letter

Speculation in Sugar Futures Begins on Coffee Exchange. Produce Exchange Will Fight Reduction in Free Flour Storage. Government's Sharp Attack on Paper Carton Combine.

Special Correspondence of "Modern Merchant and Grocery World."

New York, December 18, 1914.

Speculative trading in raw sugar futures began on the Coffee exchange last Wednesday. About 1,000 tons were traded in the first day, ranging from February delivery to November. The Sugar contracts traded in are basis of Cuba centrifugals 96 degree average polarization outturn. The unit is 50 tons and the price is on sugar in bond, not including the duty. Prices on the first day varied from 2.85 and 2.90 for February shipment to 3.35 for November (1915).

The Produce Exchange has sent representatives to Washington to put up a stiff fight against the recently reported railroad rule reducing the period of free storage of flour shipped into this city from ten days to five. The same regulation has been made in Philadelphia and Baltimore, and all goes into effect January 1st. An endeavor has been made to impress upon the Interstate Commerce Commission that they had before them not alone a question of transportation, but one that dealt directly with the food supply of Greater New York. In the event of a serious railroad blockade from snow or other causes the supply of flour could easily, if not actually, pass below the danger point. If the railroads could guarantee arrivals within a five-day variation the matter would be simplified, but the burdens now sought to be placed upon the shipper are declared to be of the railroads' making, and there is no precaution within the power of the shipper to take that will avoid them. The point was also made that bakers on the East Side, from Canal street to Harlem, have no local receiving station, and in every instance it means a long truck haul. With flour sold on such a close margin as it is the extra storage charges sought to be imposed often turn profit into loss.

The Government is making another attack upon the local combine

of manufacturers who make pasteboard cartons for all sorts of purposes, one of the chief purposes being to pack thousands of proprietary brands in. The defendants in the suit include over 100 large and prominent boxboard manufacturers in all parts of the United States.

The new attack just now begun is based on the charge that in spite of many warnings and previous prosecutions, the Boxboard combine has been guilty of "aggravated and persistent" violation of the law. A special Grand Jury to indict the defendants again convened here last Wednesday. Several previous indictments are pending.

The Government charges that by various schemes of preventing competition the Boxboard Trust has cost the people of the United States \$20,000,000, this coming about through the excessive prices charged for all sorts of boxes and cartons.

The following concerns are to be indicted:—

William C. Geer, president of the Albia Box and Paper Co., Troy, N. Y.; Henry Schreiter, president of the Ravenswood Paper Mill Co., Long Island City; William H. Smith, general manager of the American Paper Board Co., Bogota, N. J.; Sidney Mitchell, president American Strawboard Co., New York City; Benjamin Ward, president, and F. M. Butler, secretary, Clinton Paper Mills, Passaic, N. J.; Emmons Bryant, president Fort Orange Paper Co., Castleton, N. Y.; Theodore Foster, secretary Foster Box Board Paper Co., Utica, N. Y.; William C. Shortess, general manager Haverhill Box Board Co., Haverhill, Mass.; Robert B. McEwan, president McEwan Bros., Whippany, N. J.; William R. Shaffer, general manager New Haven Pulp and Paper Co., New Haven, Conn.; Henry L. Paddock, president Oswego Falls Pulp and Paper Co., Fulton, N. Y.; Samuel A. Short, Jr., secretary Philadelphia Paper Mfg. Co., Philadelphia, Pa.; Charles E. Williams, treasurer Piermont Paper Co., Piermont, N. Y.; Andrew Tait, treasurer Tait & Sons Co., Bridgeport, Conn.; Louis Newman, president Tonawanda Board and Paper Co., Tonawanda, N. Y.; W. H. Richardson, Traders' Paper Board Co., Bogota, N. J.; Sidney Mitchell, president United Box Board Co., Whippany, N. J.; Matthias Plum, Jr., Waverly Paper Box Board Co., Waverly, N. J., and Frank S. Harrison and J. A. Eyster, of Eyster & Son, Halton, W. Va.

The official figures show a 300 per cent. increase in the exports of

foodstuffs from the United States during the month of November. This is entirely due to the European war. In breadstuffs alone \$40,232,832 were sent abroad, this being an increase of \$30,125,000. Meat and cattle exports also increased \$2,364,000 and the exports of practically everything else sent out of the country.

SUMMARIZED MARKET CONDITIONS.

Tea steady; demand from home trade quiet. Export trade contin-

ues by reason of scarcity in London.—Coffee dull with an easy tone.—Sugar firmer, most refiners quoting 4.95 for granulated. No pressure to sell.—Canned goods steady and quiet. Some tomatoes said to be about at 62½ cents f. o. b. in a large way, but this is not the market.—Dried fruits quiet without any change.—Wheat firmer owing to heavy foreign buying. Market shows an advance.—Flour quite dull but firmer in sympathy with wheat. Prices a shade higher for the week.



You Can Increase Your Sales and Profits

You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

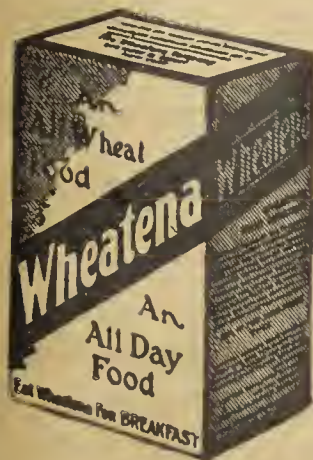
W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde**, Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia



The First Sale Does the Work

The first sale of **Wheatena** is the only one a grocer needs to make to nine consumers out of ten. After that it makes its own sales. Of course we don't sell consumers, but we know in many ways that this is so.

And the reason is that **Wheatena** (the hearts of selected wheat) is quite different from other cereals in two ways: First in composition, and second because it holds its people while they don't.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

The Grocery Markets

Tea.

The tea market is in good condition, without any change in prices for the week. There appears to be no surplus of any teas, and Formosas from 20 to 25 cents appears to be especially scarce. There may be a slight advance as the season proceeds; almost certainly there will be if a good, brisk demand develops. The present demand is fair.

Coffee.

The market for Rio and Santos is perhaps feeling a little better on account of better financial arrangements having been made in Brazil, but nevertheless, the market shows very little strength, and on all grades of Rio and Santos it is still a buyer's market. Mild coffees are also very dull and weakish rather than strong. Java and Mocha unchanged and quiet.

Sugar.

The sugar market has recovered 10 points from last week's slump, and on Wednesday refined advanced to 4.95 cents for granulated. This was due to about a corresponding advance in raws. There was quite a demand due to the advance, but all at the old price, which the refiners accepted as usual.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is in good demand at unchanged prices. Sugar syrup is dull at ruling figures. Molasses fairly active and unchanged.

Fish.

Mackerel are very dull and prices are about unchanged. There will be practically no business in them until after the first of the year. This includes all grades. Cod, hake and haddock in fair demand at unchanged prices. Salmon of all grades slow at the moment from first hands. Domestic sardines are a shade higher, probably 5 to 10 cents per case. Imported sardines still scarce and steady to firm.

Dried Fruits.

Prunes are unchanged from a week ago; demand quiet. Peaches and apricots likewise unchanged; demand quiet. Raisins seem rather remarkably dull, considering the season. Currants quiet and unchanged. Figs and dates firm and in good demand. Citron steady, at ruling prices.

Beans and Peas.

Pea beans are a shade higher and the situation is firm by reason of scarcity. The demand is good. Marrows are unchanged on last week's basis; demand moderate. California limas show no change and fair demand. Green and Scotch firm and high; demand fair.

Canned Goods.

Tomatoes are unchanged from last week. Prices are steady and the demand is quiet. Corn and peas are also about unchanged, the demand being an ordinary reasonable one and prices un-

changed all along the line. Apples are still cheap and depressed; demand quiet. California canned goods very dull from first hands, demand fair among the jobbers. Small Eastern staple canned goods unchanged and quiet.

Butter.

The butter market is firm on all grades at present prices. There is a good consumptive demand. The make is short, as usual at this season, and considerable butter is coming out of storage. A continued good demand is looked for at probably about the present prices. If there is any change it will likely be a slight advance on all grades.

Eggs.

Fresh eggs continue very scarce and the receipts are readily absorbed by the consumptive demand on arrival. Storage eggs are firm at an advance of 1 cent per dozen, owing to the demand. Future prices of storage eggs depend on the weather and its effect on the production of fresh. Stocks are ample. Not much advance is expected, however.

Cheese.

The demand for cheese is light, as is usual for the season. Stocks in storage are about normal for the season, but the average quality is better than usual. The factories are now closed and conditions will probably not change until after the first of the year, when a better demand will ensue.

Provisions.

All cuts of smoked meats are steady and unchanged, with a seasonable demand reported for everything. Pure lard is firm at an advance of ¼ cent. Compound lard is also firm, with an upward tendency. The advance, however, will probably be slight. Barrel pork, dried beef and canned meats are all unchanged, with a very light demand.

Poultry.

The outlook is for a good supply of turkeys of good quality. If the present weather holds there will be no doubt about it. Forecasting prices is difficult, but it looks like about a 25-cent market for the best. Chickens are in fair supply at 16 to 18 cents; ducks are scarce, at around 20 cents, and geese rule at 13 to 15 cents.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The month of December is always counted the dullest month of the year in the canned goods market here, and no exception to the rule was expected this time. Indeed, there were good reasons for anticipating "the dullest ever" when the month opened, but it has not proven to be duller than in other years when general business was proceeding along normal lines and favorable conditions. Small orders do not attract much attention, when considered singly, but when the total is footed up at the end of the week it makes a respectable

showing and the wide scattering of the goods gives much encouragement for the future. Apparently, the canners have met their pressing financial obligations with the money derived from their forced sales during the fall months, and their troubles in that direction are now far less acute than they were in October and November. Barring any unforeseen and unexpected stringency in the money market during the first half of the new year there are more reasons to be optimistic than otherwise anent the canned goods market.

Developments in the tomato market were unimportant. It is interesting to note, however, that continued efforts are being made to buy large lots at a shade under the going prices, especially the No. 2 size cans. Holders are chary about parting with their tomatoes at less than cost, and many of them have now stored away their holdings for the winter months in the expectation of a higher market next spring. All the indications point to an increase in the buying for prompt shipment after New Years, in the absence of freezing weather in January, but rather than risk the danger of being caught on the road in zero weather the shipment of a carload or two in the last half of this month would seem to be wise. There are some excellent trades in high-class tomatoes obtainable at the prices of ordinary quality.

More interest in corn is apparent, and some small lots changed owners this week. Spinach, sweet potatoes and string beans were fairly active, but all the other articles in the list of vegetables were dull and inactive outside of the usual daily small orders. An article that is becoming popular in a small way is mixed vegetables for soup, a seasonable item at a low cost. Baked beans and kraut are other articles that are usually wanted at this time in the season. When inventory time is passed there will be, probably, a better demand for vegetables.

Canned fruits were dull this week, with little prospect of any improvement in the demand for next week. The steady demand for pears was not in evidence this week. They have been a popular article this season. Pie peaches sold to a moderate extent this week, but the other grades of peaches were neglected. As a matter of fact, there was a dearth of orders this week for all of the other lines of fruits, and the prices for them remain unchanged.

Light buying of cove oysters this week, but they are well worth attention at to-day's low prices, and a spell of freezing weather, which is now overdue, would stiffen them up without much notice.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Rice.

There is a marked improvement in the business conditions discernible over the previous week, and while there is no extraordinary activity apparent, the situation to-day gives indication of maintenance. There is no doubt that the opening up of the regional banks has given greater confidence in the general markets for the movement of merchandise which, with the enlarged demand from export quarters, has had a stimulating effect upon prices and caused a general stiffening on all grades. It can scarcely be regarded as an encouraging feature that the movement continues so slow with the domestic trade, which still claims no special distribution except for holiday staples. However, optimism has the greater power, and with more activity in the cotton exports, as well as general merchandise for foreign requirement, all lines and markets are showing real and permanent improvement.

Advices from the South along the Atlantic coast show a slight improvement over last week. Prices are held firm,

although strong conditions are not anticipated until after the holidays.

New Orleans reports that despite the usual quiet period that prevails in this market during this season they are experiencing a steady demand from all sources, and daily offerings from the mills are being rapidly absorbed. The market has been further stimulated by large sales of rice for export from Gulf ports, and it is rumored that the association will shortly take action to advance prices on all grades.

In the Interior, Southwest Louisiana, Texas and Arkansas, conditions are strong and reflect the steady New Orleans market. Conservative advices from the rice belt indicate that the available supply of rough and clean in the hands of farmers and millers on December 1st is less than 3,000,000 pockets, and at the present rate of distribution the entire crop will be out of first hands within the next four months.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Imported Fish Specialties.

There have been very few arrivals of Holland herrings during the last week. They are scarce, and trade simply has to take other herrings if they want any.

Our reports from Scotland are to the effect that the market is practically clear. There is very little to come forward. Still, it is a curious fact that prices for Scotch herrings have not advanced yet, and demand may be called only fair.

There has been a decidedly better demand for Norway mackerel, although buyers are very particular in regard to quality, and they refuse anything that is not strictly up to the mark.

The demand for imported sardines seems also to have increased. There have been quite a few good sales made during the last week of all kinds of sardines. We have had a small shipment of French sardines, which we sold readily ex dock. We have no shipments from Portugal; in fact, they have no sardines there at the present time, or very few indeed, and the outlook for packing in the near future is not very bright. In Norway they are having their own troubles. Fine goods are very scarce, and packers are unable to fill their contracts. Demand here may be called good, although buyers are taking the goods only in a hand-to-mouth way, and are not over-stocking themselves. This is only natural and usual before the end of the year, when most people take inventory, but the situation in sprats is rather serious. Stocks here are very small, and will soon be entirely cleared. In France, there are practically no sprats to be had at the present time. From Belgium, where we get our principal supplies, of course none are to be had. In fact, we cannot seem to get into communication with the factory which is or has been located in Ostend. We do not know whether it is still in existence or not. We have not heard from them, so we cannot look for any packing of Belgian sprats this coming season, and the packing starts about this or next month, as a rule.

From France we have reports that they hope to be able to pack some sprats, but they want about 10 per cent. more for the goods than they did last season; in fact, in some instances even more than 10 per cent. Sprats are selling because they are cheap, and if we have to pay those very high prices, which are now being asked by the packers, we are very much afraid that sprats cannot be sold.

STROHMAYER & ARPE Co.
New York.

Evaporated Apples, Etc.

The firmness in the evaporated apple market continues here, with business done at a higher rate of prices than last week. Light stocks on hand seem to

the main cause of it, and it has not taken much effort on the part of the sellers to get the buyer to meet their views.

Prime quality, in 50-pound boxes, has sold at 6 cents, in carload lots, for prompt shipment, with February shipment selling at 6¼ cents. Shippers are asking ⅛ to ¼ cent over these prices for small lots. Choice has sold at 6½ cents, in boxes, for round lots, although the demand is principally for prime grade.

Raspberries continue firm and good quality is scarce. The market is quotable at 24 cents, f. o. b., in barrels.

C. C. HALL.

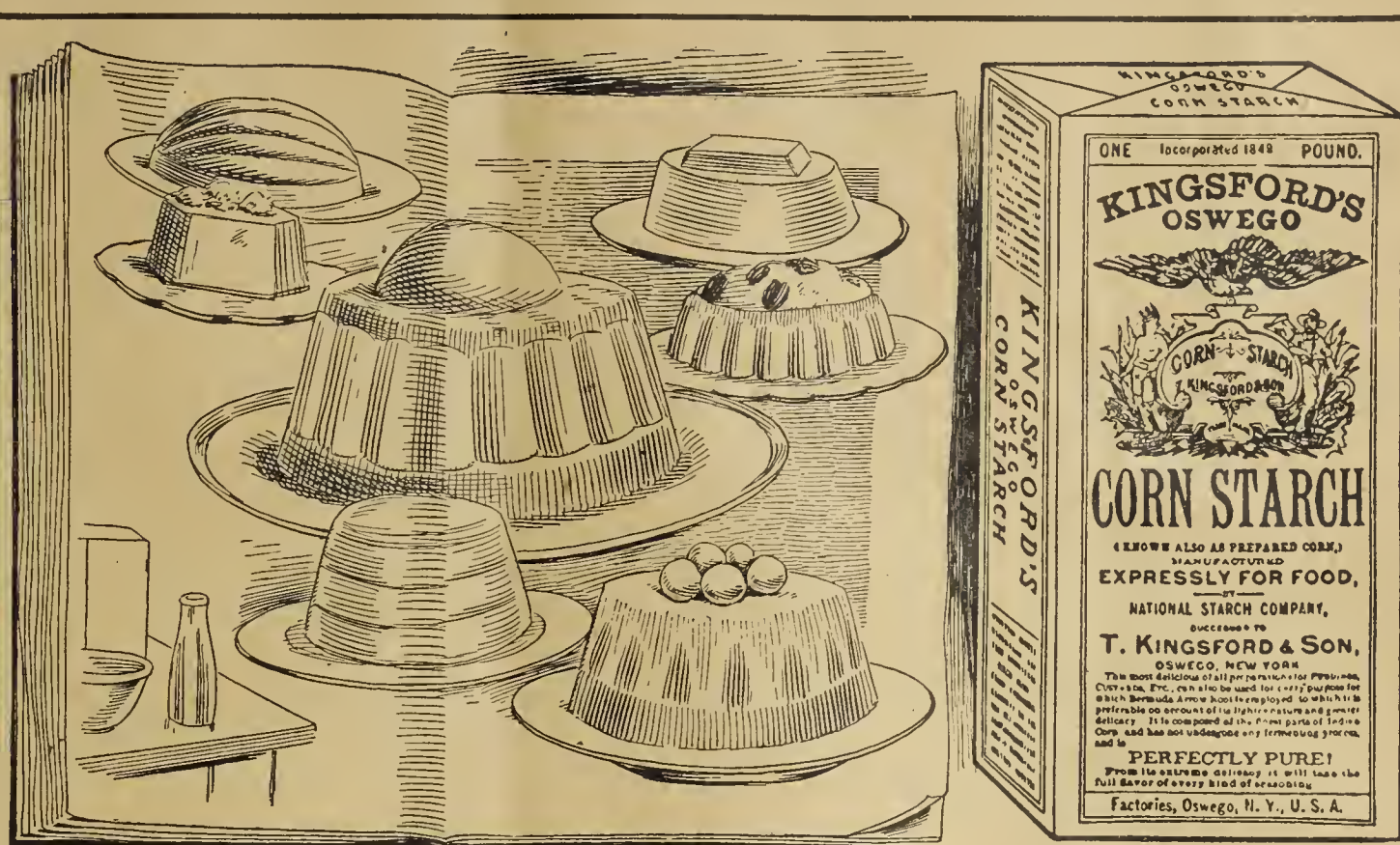
Rochester, N. Y.

Spices.

The market continues fairly active, with a good demand from the grinding trade. We look for an increased demand after the turn of the year. Supplies generally are small.

Pepper.—The spot supply is unusually small. All grades of black pepper are shade firmer and white peppers have advanced. Futures are fluctuating, and rice, we believe, will remain high and likely to go some little higher.

Red Peppers.—Mombassas and Japans are exceedingly scarce and likely to remain so for the next three or four months. Grinding grades are in fair



The Corn Products Cook Book Helps You Sell Kingsford's Corn Starch

Above is a drawing of the center pages of the CORN PRODUCTS COOK BOOK in which we print dozens of recipes for the use of KINGSFORD'S CORN STARCH, with the actual dishes handsomely illustrated in colors. We distributed millions of these books during the last year to housewives throughout the country.

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We'll gladly send you, FREE, cut outs, window trims, hangers, cards, etc., so that customers who have seen our advertising will be reminded of KINGSFORD'S when in your store; this will increase your sales and bring you many dollars of added profits.

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NEW YORK



WHAT TO TELL CUSTOMERS

"KINGSFORD'S CORN STARCH will enable you to add many dainty and nutritious dishes to your menu. Let me put a package in your order to-day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

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927 Arch Street

Philadelphia

request. The supplies are totally inadequate and higher prices must rule.

Cloves.—Are unchanged with no features to report.

Pimento (Allspice).—Firmer and in better demand. Prices lately have been unusually low.

Mace.—In fair demand at steady, but unchanged prices.

Nutmegs.—Supplies have been greatly reduced. The market is steady and very firm, the tendency upward.

Cassias.—Saigon quiet, but steady. Batavia grades are scarce and firm. China moderately active at unchanged prices.

Gingers.—Slow of sale and unchanged in price.

Tapiocas.—All grades are steady and in fair trade demand.

Paprikas.—Demand fairly active. Market has an easier tone. Consumption seems to be about normal for this period of the year.

Seeds, Herbs, Etc.—Very active during the week and a number of changes have occurred in prices. Caraway slightly easier. Savory declined. Sunflower is very scarce on spot. Mustards unchanged.

McCORMICK & Co.

Baltimore, Md.

Hearings on Federal Cold Storage Bill.

Hearings on the McKellar Bill to limit the length of time that food products may be kept in cold storage were begun on Thursday. A delegation representing cold storage interests discussed the measure. Dr. H. D. Pease, Director of the Department of Bacteriology at the Lederle Laboratory in New York, examined as to how long turkey could be kept in cold storage and be fit for food, said cold storage turkey was safe if inspected by Government inspectors before and after being placed in the cold storage vaults. He thought, however, that a limit on time food products can be stored should be placed on all products not frozen solid for keeping. Dr. William J. Gies, professor of bacteriological chemistry at Columbia University, described a series of experiments with cold storage fish, and told of eating flounder which had been frozen and kept for two years. He said fish did not deteriorate if properly frozen and stored. Charles F. Droste, of New York, told the committee it was impossible for a speculator to profitably keep butter and eggs in cold storage for more than nine months. At the expiration of that length of time, he said, it became unprofitable to hold cold storage eggs, because fresh eggs coming in depressed the price below what would allow a reasonable profit on the storage product.

No Competition From Italian Canned Tomatoes After All.

Philadelphia Public Ledger's Tale of Cheaply Packed Italian Tomatoes Coming Over Here to Compete With Our Already Depressed Market, Proves Unfounded. Ledger's Informant Merely Saw the Little Batch of Italian Tomatoes That Always Come Over for the Italian Population.

Here is a promised sensation that has practically vanished in thin air. The Philadelphia "Public

Ledger" published the following item last Sunday:—

CANNED TOMATOES FROM ITALY.

A person recently returned from a residence in Italy says great quantities of canned tomatoes are being exported to this country. On the dock from which he sailed, he says, were stacks of cases of tomatoes, grown and canned in Italy, consigned to New York. Wages of persons employed in picking and canning tomatoes in Italy, he says, are 20 cents daily.

This looked quite important on its face, for if cheaply packed Italian tomatoes were to be brought in here to compete with our own, with the market for the latter already badly demoralized, there would be no telling what would happen. So the "Modern Merchant and Grocery World" asked a number of authorities on canned goods in Philadelphia and New York for statements as to what truth there was in the "Ledger's" publication. The following were the result:—

This is what comes of sending a golf editor to report a shooting match. If this person had seen one carload of tomatoes all piled up in one block he would probably think it was a tremendous quantity.

However, aside from what he might have seen, we know that there is good demand in this country for Italian tomatoes, but it is more in the form of tomato paste, which is something similar to what we sell as tomato puree, only much more condensed. This paste and the canned tomatoes all go to the Italian trade and get the preference over our goods because they are all packed solid and are a very deep color. Many of our tomatoes are packed more or less unripe and light in color and do not suit this class of trade.

We have had several talks with a party here who calls on the Italian trade, and he advises us that practically no Italian tomatoes are coming into this market at present, principally owing to the difficulty in securing foreign exchange at a reasonable charge.

T. A. JAMES & Co., Inc.
Philadelphia, Pa.

While we handle practically no foreign tomatoes, we know that there is quite a large quantity of

Italian tomatoes brought here every season, and they were shipped here this year as usual. Of course, they go to the class of trade that are in the habit of handling this class of goods.

The Italian tomato is quite different from that packed here, having a very sweet flavor. The consumers of our tomatoes would not care for the Italian tomatoes, as a rule, they are usually sold through the foreign quarter. At the same time, there are quite a few cases sold here every year, and I have no doubt but that the report in the "Ledger" is pretty nearly correct.

WILLIAM ELY, JR.,

Austin, Nichols & Co.

New York, N. Y.

We understand that there has been quite a quantity of Italian tomatoes imported, more especially for the Italian trade, and not interfering with the domestic pack at all. The price is from \$2.65 to \$2.90 for 2½s per case of two dozen, and for 1s \$3.25 to \$3.40 per case of four dozen.

KEMP, DAY & Co.

New York, N. Y.

We think that the person recently returning from Italy who is impressed with the quantity of tomatoes on the dock coming to this country must have been easily impressed and had a very small idea of the quantity of tomatoes packed and used in this country.

U. H. DUDLEY & Co.

New York, N. Y.

In other words, the "Ledger's" informant simply saw the little batch of Italian tomatoes which always comes over here for the Italian population.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Mackerel.—Pointing into the mackerel barrel and saying that they're from Norway and sell for 20 cents a pound is taking a long chance on making a sale. But hooking a nice, big, fat one out, laying it inside up on a sheet of paper and putting it on the scale, telling the price, you have the fish two-thirds sold.

Coffee.—Giving a price means little. Make her taste it from your description. But be careful that your description is accurate. If you select your best Maracaibo and tell her how mellow it is and how much stronger it drinks than coffee 2 or 3 cents a pound less, and the pronounced flavor that is characteristic of this growth, without the least taste of rankness, you will make the sale.

Brooms.—You tell her No. 7 is a good broom for the money; it's marked 45 cents, and you still let it remain on the rack. No, she guesses she doesn't want a broom to-day. She tells you a big, white, excusable lie. Walks up the street still needing a broom. In she goes to another store. The other fellow pulls half a dozen out of the rack—they're all alike, but it wouldn't do to say so. He picks her broom out for her. Sweeps around her feet. Bends it. Strokes the corn so tenderly that he gives it a dollar value. Counts the sewed parts. Refers to the straight, smooth handle. Guessed she needed that broom.

Sour Kraut.—Twenty years ago a first-class grocer who handled kraut was the exception. Now we list it with futures. For your selling information we will say that there's a big difference in it. The best is cut very fine and is free from shaves. Shaves is cut from the inside or stalky part of the cabbage and should never enter into kraut at all.

Raisins.—People will sometimes tell you that you are high on Sultana raisins because you ask 18 cents per pound for them, while they buy them, or think they buy them for 15 cents. But they're not Sultanas at all—they're California seedless, bleached and very beautifully bleached at that. Then, again, you ought to be posted on seeded raisin qualities, so that an intelligent answer, as well as a business explanation, can be made when a lower price than yours is quoted.

Like prunes, muscatels are valued according to size and are graded under "crowns," 3 crown, 4 crown, 5 crown and 6 crown. So that a 3 crown raisin has little resemblance to a 5 or 6, being not only smaller, but this grade often has culls and the fruit is not as carefully seeded as the best ones.

Never encourage the sale of low-price seeded raisins for home use. You'll get no thanks for it from the home user.

These American Goods are Wanted in Russia.

The U. S. Consuls in Russia have sent the State Department notice that the following American goods are wanted in Russia and would probably sell there if samples and prices were available:—

Small vacuum cleaners and washers, ventilating apparatus, coffee mills, wringers, meat choppers, can and crate openers, lanterns and lamps of all kinds, petroleum lamp burners and stoves, refrigerators, ice boxes, sheep shearing and horse clipping tools, aluminum and enameled kitchen and household utensils, egg beaters, potato scrapers, mouse traps, ice cream freezers, electric fixtures, lamps, stands, brackets, flatirons, coffee percolators, cigarette lighters, curling tongs, fans, bells, razors, penknives, table and kitchen knives, forks and spoons (plated, aluminum, steel and iron), scissors, shears, hair clipping machines, augurs, hatchets, hammers, bits, ratchets, braces, levels, pliers, wrenches and chains, screw drivers, gimlets, gouges, planes, brass water taps, screws, files and saws of all kinds, emery grinders, bolts, corners, hinges, door knobs and plates, latches, locks and other builders' hardware; paints, enamel, varnish, brushes, rope, fire extinguishers, dental and surgical instruments, barbers' supplies, perfumery, toilet and shaving soap, dental cream and powder, typewriters, typewriter ribbon, carbon paper, pens, pencils, other stationery, photographers' supplies, drugs and toys. There is also a market for steel, cast iron and coal.

Parcel Post Free

| | |
|--|--------|
| Set of Standard Dry Measures, 1/2-pk., 1/4-pk. and qt. . | \$0.75 |
| Butcher's Frock Coat, each | 1.50 |
| Grocer's Long Aprons, half dozen | 1.50 |
| Hanging Bag and Twine Holder | .75 |
| Swiss Cheese Slicer | 3.50 |
| Cheese Knife, 12 inches, tinned blade | .75 |

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cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

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Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there's a reason. All sizes—inexpensive—F. O. B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

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PROGRESS

You can't spend 32 years in one trade without learning something

It took all that experience—no end of scientific thought—thousands of dollars—and a whole year of experimentation to produce this match—the best the world has ever known—in *every* respect.



Safe

Home

Any grocer who appreciates his responsibility and values the confidence and friendship of his customers—as we do ours—cannot afford to sell matches to his trade which fall short of the *Highest* standards.

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ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

Dry Goods—Notions—Knit Wear

Linens Getting Scarce and are Soaring in Price. Holiday Specialties Wanted.

Last week advances ranging from 10 to 13 per cent. were made by some Irish manufacturers of fine linens; in fact, low grades have also been marked up. These upward revisions were on goods to be made for the primary market, and consequently by the time they reach secondary distributors and the retail merchants, a still higher figure will rule. These increases are over the quotations named shortly after the shortage in flax sent prices on finished goods soaring. Other handlers of linens are warned to expect the withdrawal of present price lists in the near future.

Prices placed on linens when bookings for the spring season commenced appear moderate now in the light of recent happenings in the producing centers, and purchasers who did not consider the increases made at that time justified, have revised their opinions. Good flax is growing scarcer every day. A number of selling agents have been advised not to book any import orders on low end towels and crashes for delivery beyond February. Deranged shipping facilities are hampering the receipt of such goods as handkerchiefs, hem-stitched articles and fancy fabrics ordered for the holiday trade, and which are needed to meet the current demand. Should this merchandise be held up much longer retailers will not be able to move it for some time. The call for fine sets of tablecloths and napkins, at this time of the year, is insistent, although the demand is not so strong as a year ago.

Requirements of the Notion Counter to Make It Profitable and a Factor.

Why so many notion counters in the general stores are not the success they might or should be is that in a majority of cases the owners have not a proper realization of their value as money makers. While it is naturally the desire of every merchant to have each department as good as it can possibly be made, there are many reasons why the notions should receive more than the average attention. To make this counter or department the success it should be requires some little effort, to be sure, but far less investment than is generally believed.

It is not infrequently the case that even where the notions counter has had a liberal appropriation, yet owing to the fact that the stock is poorly assorted, badly arranged and carelessly displayed, the returns are very unsatisfactory. On the other hand there are notion departments which are a credit to the store, as well as exceedingly profitable, and in which the stock is kept down to the absolute limit of its necessities. The difference in the two is that the buyer of the latter is alert, careful, enterpris-

ing. Practically every successful merchant realizes that a notion counter well patronized and in favor with his customers is one of the strongest attractions in the store and aids in its growth and development.

Many opportunities for broadening the lines carried in this section present themselves. Never before were there so many specialties in notions and small wares and appealing novelties being featured. The notion counter that has gained a reputation for keeping a full assorted stock of standard and staple well-advertised goods, as well as a fairly representative assortment of dress accessories, hair ornaments, combs, curlers, braids and general knick knacks, which appeal so strongly to the feminine fancy, at popular prices, is a source of gratification to the buyer as well as to the buying public, besides being the strongest kind of a business lever.

Dry Goods, Notions and Knit Goods Jobbers To Meet in Convention.

Secretary Fernley, of the National Wholesale Dry Goods Association, has sent out the notification for the eleventh annual convention of that body, which will be held in the Waldorf-Astoria, New York City, January 21 and 22, 1915. At the same place the regular annual meeting of the Executive Committee will convene January 20th, at 10.30 A. M. The regular yearly meeting of the Jobbers' Association of Knit Goods Buyers will be held at the Waldorf-Astoria January 11th, at 10 o'clock A. M., and the regular annual gathering of the Jobbers' Association of Notion Buyers will be held at the same hotel January 18th, at 2 o'clock P. M.

The following day the Jobbers' Association of Dress Fabric Buyers will be held at the Waldorf at 10 o'clock A. M. A programme of interest, including a number of pertinent addresses, has been arranged for the different sessions of these important associations.

Mid-Season Dress Material Preferences.

It is undeniable that a country or small town merchant is well up in salable, if not strictly fashionable goods, but that the two run together so closely these days that a retailer who is not in near touch with what is in demand in the cities is equally ill informed as to what would and does sell best in his own locality. In other words, the two go hand in hand, with reservations and modifications, to be sure. With this understanding perhaps the inland dealer should know that the mid-season fashion of sand-colored suits for motoring, walking and out-of-door sports has made a big hit in New York. They are fawn color, and the covert cloths, both yellowish and greenish tans, seem to be the favorite material for the very mannish tailored models, and corduroy weaves and

velvet and tweeds for those of more out-of-town character. With these suits are worn the blue fur boas and muffs that, despite their name, are as fawn colored as the suits. Also with such suits are also worn the fawn or covert topped boots with the dull black or patent leather or tan vamps.

Twenty Per Cent. Out in Cottons.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "The feature of the week in the dry goods trade was the announcement of a radical reduction of prices on staple domestic cotton cloths, which anticipates any reductions to be made by manufacturers and mill agents due to the low price of raw cotton. The revisions range from 1/2 cent to 1 1/2 cents a yard and represents a reduction of from 10 to 20 per cent. This revision of prices on bleached and unbleached muslin and fine cambric does not affect printed and dyed cotton cloths.

"The retail business throughout the country has been stimulated during the week by heavy holiday buying. Wholesale mail orders have been heavy in number, but none as large in total volume as during the same week a year ago. Buyers have been in the market in larger numbers than during the corresponding period last year."

The weekly review of the trade by John V. Farwell Co. says: "Last week we made a revision of prices on special brands of bleached and unbleached cotton goods, and this week prices of the corporation brands have been reduced, as has been anticipated for some time. Wholesale dry goods business is responding more freely to snow and seasonable weather. Record of buyers visiting this market during the month shows satisfactory increase over last year. A gain in collections, indicating an improved condition among retailers, is also recorded. Belfast has made a further advance of 10 per cent. on fine linens.

"The legitimate advances being asked by manufacturers of wool dress goods, caused by the present wool and dye situation, is beginning to be understood by country merchants, resulting in a decided increase in sales of wool dress goods both for present and future delivery. Early in the season many merchants would not place their orders, expecting lower prices, but now the situation is serious as far as wool dress goods are concerned. Distributors are facing a scarcity and an inevitable advance on desirable wool dress fabrics. The immediate demand is for broadcloths, especially black chiffon weights—French serges, silk and wool poplins—and for spring Palm Beach cloths, tussahs, coverts (especially in light-weights), black and white effects, also the new sand and putty shades in plain fabrics, bonwit and valderin, mesh voiles and mistral fabrics."

Suitable Stock is a General Assortment.

General storekeepers are not lacking who persist in ignoring the necessity of stocking certain lines to which they, for

some reason or another, have taken prejudice or are stubbornly opposed. This is not broad merchandising, for it is not good business. On this question the "Pacific Coast Merchant" says:

While it is true that less money is made on the staples than on other merchandise, it by no means follows that the reduction of stock should be made first on all those things paying the least profit. The average store must keep a general assortment of goods. The ordinary town cannot and will not attempt to support specialty houses where nothing but the profitable merchandise of certain lines may be kept for sale. The foundation of all dry goods and general merchandise business being the staple articles that are always in demand, those articles cannot be slighted in assortment or stock on hand without getting into trouble.

The retailer who persists in reducing his investment by refusing to keep on hand certain brands of muslin, certain sheetings, certain linens, certain kinds and grades of notions—all those things that are become staple because they are indispensable—is following a sure course to reduce his business to a minimum and the possibilities of carrying a good stock of other articles to almost nothing because he drives trade away from his counters through being constantly out of this-and-that-and-the-other-thing.

A store cannot long exist when customers who inquire for staples are met with, "I'm sorry, but we are entirely out. Won't something else do?" There are times when the sale of a yard of muslin and a spool of thread may mean more than the sale of a silk dress, for the future business of the store.

Brief Summary of the Dry Goods Markets.

A heavy invoice of hosiery from Germany, through the port of Philadelphia, an unexpected arrival, caused a prominent jobbing house to cancel a large order placed with a domestic mill. There was some kicking on the part of the latter, but after all, what could the management do but "grin and bear it." As a matter of fact, were the foreign markets as accessible as they were a year ago, three-fourths of the American hosiery plants would be compelled to shut down. If further importations are received, it is likely prices will be revised to the trade only.

The familiar trade-mark of the Cooper Underwear Co., Kenosha, Wis., the figure of a man strapping a grip—to display the elasticity of the "Krotch"—has been adapted to the holiday season. The figure is shown with a make-up of Santa Claus, and the well-known outer garments are ready at hand to slip on over the union suit. The copy suggests giving these suits as holiday presents—rather a delicate proceeding at times, where sex is concerned.

While the consumer may not receive any benefit from the lower prices in cottons, a better quality is being sold over the counter in all lines of dress materials.

One of the New York manufacturers of women's dresses and suits, who is a strong advocate of American fashions, recently gave a private exhibition of his

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This book is now ready for distribution. It has cost us approximately \$2.50 a copy, and we intend sending it only to those likely to be interested in its contents, an idea of which follows.

1st. A psychological treatise on distribution through retailers, being a recital of opinions formed after twenty years' continual devotion to this one important subject on over fifty different lines of merchandise.

2d. Ten commandments for success with retailers.

3d. Ten commandments for success in advertising.

4th. Half-tone reproductions of every trade journal which is a member of the GROCERY AND ALLIED TRADE PRESS, photographs of the staffs of the publications, reproductions of each rate card, proven circulation statements, and each publisher's own story about his journal.

5th. Photographs of the Officers of the NATIONAL ASSOCIATION OF RETAIL GROCERS.

6th. "What the retailer says."

7th. "What the manufacturer says."

8th. "What the trade journal publisher says."

9th. "What the Secretary of the National Association says."

10th. "What the magazine man says."

11th. "What the advertising agent says."

12th. "What the greatest trade paper copywriter in America says."

13th. "What Ex-President Sullivan says."

14th. A decalogue of success.

15th. Winning the retailer's good-will.

16th. Create a demand and we will stock your goods.

17th. Four pages devoted to the reproduction of real trade paper copy—the kind which has brought results.

18th. The Crisco story, or how a distribution failure was turned into a tremendous distribution success.

19th. The story of Trade vs. Magazine advertising.

20th. A circulation resolution which means something.

21st. William Smedley's service department.

MEMBERS

Denver Grocer, Denver, Col.
Der Wegweiser, New York, N. Y.
General Store, Pittsburgh, Pa.
Modern Merchant and Grocery World, Philadelphia
Ideal Grocer, New York, N. Y.
Inland Storekeeper, Chicago, Ill.
Interstate Grocer, St. Louis, Mo.
Louisiana Grocer, New Orleans, La.

Merchants' Index, Denver, Col.
Merchants' Journal, Topeka, Kan.
Merchants' Journal and Commerce, Richmond, Va.
Merchants' News, Oklahoma City, Okla.
Modern Grocer, Chicago, Ill.
Omaha Trade Exhibit, Omaha, Neb.
Price Current, Wichita, Kan.
Retail Grocers' Advocate, New York, N. Y.

Retail Grocers' Advocate, San Francisco, Cal.
Southwest Commercial Bulletin, Los Angeles, Cal.
Tea and Coffee Trade Journal, New York, N. Y.
Trade, Detroit, Mich.
Twin City Commercial Bulletin, Minneapolis, Minn.
Up-to-date, Scranton, Pa.
Western Trader, Omaha, Neb.

ADVERTISING REPRESENTATIVES

The C. M. Wessels Co.
WHO REACH RETAILERS

Times Building, 8th and Chestnut Sts. Philadelphia

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

first spring collection of models. It was open to other manufacturers in the line and the same courtesy was extended to dressmakers. It was a great success.

The new prices that are being named on branded domestic cotton goods are at least giving buyers confidence that there is a bottom to values for the next season.

No very strong revision can be made in colored goods. Something has been done in gingham, denims and other lines, but it is unwise to expect the same sort of revision due to lower cotton, which has been quoted in bleached and brown cottons. Prints and percales, however, will be lowered.

Certain lines of messalines are being bought liberally. But the limited initial orders placed for silks by all classes of merchants show that they have not made anything like normal purchases for future business.

Trade-Mark Matters.

An appeal has been taken from a recent decision of the United States District Court, Southern District of Ohio, in the "Onyx" underwear trade-mark case given in favor of Lord & Taylor, New York, against Harris Wolf & Sons, Cincinnati. The court enjoined the latter firm from using this word on underwear, holding that "Onyx" not only applied to hosiery, but underwear as well.

The United States Circuit Court of Appeals, Second District, lately decided a corset trade-mark case, that of the Warner Bros. Co., New York, against David Wiener, of the same place. It relates to the use of a surname resembling one that is registered as a trade-mark under the provision known as the "Ten Year Clause" of the trade-mark act of 1905. This clause provides that a surname can be trade-marked if it has been used exclusively by the applicant for 10 years or over prior to the passage of this act. The court restrained the defendant from selling corsets under the name of "Wiener's," as it infringed the name "Warner's," holding that no one had a right to use any name in the corset business which resembled "Warner's," even though it was his own surname.

Notaseme Hosiery Co., Philadelphia, has brought suit against R. H. Macy & Co., the well-known department store of New York, charging them with infringing their trade-mark on stockings. An early decision is expected.

Hardware Tools Specialties

A Sales Argument Which Got the Order. Handling Hardware Merchants.

Turning objections into sales arguments is the title of an interesting paper by W. G. Clifford in a recent issue of "Printers' Ink." Among other lines mentioned, or rather the experience of

sales managers—is that of hardware; and what he says is applicable to many stores, particularly that of general merchants. In late years hardware stores have spruced up their business methods a whole lot, and are fast becoming merchants instead of dealers in every sense of the word. But, as in other retail lines, there are still a lot of laggards who cling steadfastly to the old-time, haphazard methods of running a store. In consequence they never know just how they stand, and figure that it is a legitimate part of the manufacturer's service to carry their accounts until they get good and ready to pay.

"Now it is a part of my firm's policy," says the manager in question, "to insist on prompt payment of bills. As a result, many dealers refuse to do business with us on the ground that we are not sufficiently accommodating. In looking over our salesmen's reports I'd noticed an increasing number of cases where they had failed to obtain business, giving this prompt-payment policy of ours as the real reason. There are two ways to overcome a prospect's objection: one way is to outweigh it by a mass of other points in our favor; the other way is to beat him on his own ground by knocking the props from under his objection. Evidently our men were not successful with the former method, so I concentrated on finding a solution by the latter method. In a few days I felt sure I had it and went on the street myself to try it out on several dealers who had downed our men with the prompt-payment objections.

"The first man I called on told me that he wanted to handle our line, but wouldn't do so unless we would agree to carry him at times. So I tried my new talk on him in this way: 'Mr. Blank, you know how you feel toward customers who do not pay their bills promptly. The real test of the value of a customer is not so much the size of the orders as the promptness with which he pays his bills. You are in the retail hardware business, and we are in the hardware manufacturing business—we most certainly are not in the banking business. You feel toward your retail customers as we feel toward our dealer customers, that if they want to borrow money—for that's what a refusal to pay bills promptly means—that they should go to a bank.

"Now, from our standpoint, failure by dealers to meet their obligations promptly means one of two things: that the dealer hasn't the money, or that he runs his business in a slipshod manner. The latter condition sooner or later always leads to the first. So in either event the slow payer is not a desirable customer—there's too much risk attached to him.

"Now, in your case, you have the money. You are a desirable customer. But—here I paused, before knocking his objection sky-high—the very fact that we insist on prompt payment of bills is in reality one of the strongest reasons why you should do business with us.' Another pause to let him collect his thoughts. 'And for this reason: In dealing with us there is never any danger of your being oversold, or of having

pushed on you goods that are stickers. We know that we can't expect to get our money from you until you have got it from your customers. And so we take great care to see that you are sold not an ounce of goods more than the state of your trade warrants. And also that you order only goods that you can sell quickly.

"Another point is that we all need a little jacking up at times to prevent our business running us, instead of our running our business. You do—we do—everybody does. In all the retail hardware business, with its thousand and one details, it is easy to lose track of things unless you have a spur to keep you up to the minute.

"Lots of our dealer customers tell us that they've done a bigger and a better business from the day they first dealt with us. Our prompt-payment policy acted as the needed incentive to them to keep close watch of details. I know it will be the same in your case, too. Just try it and see how it works out. For a trial order, let me send you'—and then I proceeded to talk up some of our quick sellers. I got the order."

Hardware Notes.

The Supplee-Biddle Hardware Co. last week received an importation of lawn mower parts from abroad. Their sales of the "Pennsylvania" so far are away ahead of last year.

Boots Shoes Findings

Serviceability of Heavy Shoes.

Perhaps the question of what part of the average shoe wears out first and why, is seldom asked the general merchant. He ought to know, nevertheless. Since every shoe is no more serviceable than is its weakest part, it stands to reason that if some particular part wears out first, the strengthening of that part alone would give considerable extra wear to the staple shoe. Fairly good upper stock should be used to make the shoe stand up. But, given the upper stock which is usually used, it is possible that a very small amount placed in the right spot would add materially to the wear of the shoe manufacturers' products. By experience, it is conceded that the bottom or sole of the shoe wears out first. A tap or half sole will lengthen the life of a shoe, of course.

But the real question is what of the parts which wear out too early, and which might be strengthened by a little attention and a little better quality of material? Long before the upper is materially damaged, says an expert, or the vamp seam ripped in the ordinary man's shoe, the lining has worn through just above the counter and the back seam has perhaps burst out. To a man who wears a shoe completely out, one

who is given to heavy labor, such as not a few buy in the general store, it is at once apparent what becomes of the shoe after the lining has worn through and the edge of the counter comes in contact with the foot as it is thrust into the shoe. Many a pair of shoes are thrown away when only three-fourths of their usefulness has been utilized because of the failure of linings at this point to equal the wear of the rest of the upper.

Another weak point is the back strap; especially so is this true of heavy shoes of the cheaper grades. The ordinary shoe of this type has to be pulled on at great inconvenience, during a large part of its wear, by the person grasping the top in his fingers, simply because the material or stitching of the back strap has given away early in its period of use. This may be avoided by the shoe manufacturer's inspectors giving these parts closer examination, and insisting on more care being exercised in the stitching or better material being used. It would add 20 per cent. to the wearing life of shoes of the heavier or working or farmers' type of footwear, which is handled in large quantities by the general merchant, who should inquire into such matters when placing a season's order.

Teaching Consumers How to Care for Shoes.

Merchants carrying shoes would find their foresight appreciated if they would educate their customers how to care for the footwear they purchase. This can be easily done while fitting a person, recommending the kind of dressing that should be used. As an expert says: "Black grain leathers, such as box calf, velour, chrome calf, French and wax calf, require a dressing which will thoroughly remove dirt and stains and which will revive and preserve the leather by feeding it with a suitable absorbent oil. A properly prepared dressing will restore scuffed and grayed spots to their original color and produce a dirt and dust-resisting surface having a brilliant polish."

"Black glazed kid and black goat leathers are much in favor by reason of their softness and pliability, and if they are properly cared for and dressed with suitable dressings they give excellent service. If, however, preparations are used containing acids, the leather loses its elasticity, becomes brittle and soon breaks. A kid dressing scientifically prepared will keep this leather in its original condition, will improve its appearance and add to its durability.

"Tan calf leathers are second on the demand list, and are only beaten by dull black calf. Tan dressings should be manufactured with special reference to the peculiar process of tanning employed and to the chemical effect of the polishing preparation upon the tanning ingredients. The wise merchant will be specially careful to stock and recommend only the very best tan shoe dressings and polishings, such as preserve the natural color of the stock by feeding it with the proper oils and which also produces a brilliant luster without darkening the shade."

COMPLETE DISPLAY OUTFIT FREE

With the Grocery World Assortment of Ivins' Fancy Cakes

¶ These are the cakes on which Ivins has made his great reputation. Exceedingly attractive in appearance, of delicious eating qualities and made without the use of artificial colors, chemical preservatives or any other cheapeners or materials of doubtful standing, these widely advertised cakes will add to the profit and prestige of all stores that sell them.



SPECIAL OFFER

ONE DISPLAY RACK and
FOUR GLASS DISPLAY COVERS

(As Illustrated)

GIVEN FREE WITH THE FOLLOWING ORDER:

- | | |
|--------------------------------------|--------|
| 1 Pail Ivins' Sweet Marie | |
| About 6½ lbs., @ 15c per lb. | \$0.98 |
| 1 Pail Ivins' Chocolate Butters | |
| About 7½ lbs., @ 16c per lb. | 1.20 |
| 1 Pail Ivins' Fruit Dessert | |
| About 6½ lbs., @ 15c per lb. | .98 |
| 1 Pail Ivins' Assorted Bon Bons | |
| About 5½ lbs., @ 16c per lb. | .88 |
| 1 Pail Ivins' Chocolate Dip | |
| About 6 lbs., @ 16c per lb. | .96 |
| 1 Pail Ivins' Butters | |
| About 7½ lbs., @ 15c per lb. | 1.12 |
| Total net cost about \$6.12 | |

FREIGHT PAID to any point in Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia. Shipments to other points will be made f. o. b. Philadelphia, less a freight allowance of 25 cents.

SALES GUARANTEE If goods are not satisfactory return all or any part at our expense within forty-five days from date of bill and we will give you credit at full cost price or refund your money if bill has been paid.

In ordering be sure to specify "Ivins' Grocery World Assortment"

J. S. IVINS' SON, Inc.

BAKER OF GOOD BISCUITS

625-627 North Broad Street

::

In Philadelphia since 1846



Merry Xmas.

Well here we are, boys; here's Merry Christmas again. Merry Christmas to yez all! What, is that dead ripe pin cushion for me! Why thanks old pal, thanks—I'll wear it in me buzzom when I ain't got me fur shirt on.

But speaking serious, I wish that you boys, instead of sending me diamonds like you usually do, would all club together and put me in an old man's home. Gee, but that would be the life! Nothing to do all day but talk, and to-morrow more talk.

While I think of it, pick out a home where all the old men are dumb. Not deaf, understand—just dumb. Will you do that for me? I want 'em to hear me when I talk but it'll be just as well if they can't butt in. That's what I've been suffering from all my life—people butting in when I talk. I get it at home, and I get it out.

What I want is some place where I can talk on for forty years without a soul saying a thing. I've been advised to go to a cemetery, but the man that said that didn't have my interest at heart.

But that ain't got much to do with Merry Christmas, has it?

If I'm alive by the time next Christmas comes—wait a minute; did I hear somebody say "the Lord forbid!" then, or did I only think so? Now if that happens again, I not only won't take any Christmas presents from you this year, but I'll send back all the old presents you gimme.

If I'm alive by the time next Christmas comes, I'm going to offer some mighty nifty presents. None of 'em'll be under a thousand dollars, and some may be more.

I'm going to offer a thousand dollars for the customer of a retail grocer who ain't kicked *once* about his stuff the whole year. See the big thought in that? All a grocer's got to do is to tell his people

that prize is going to be offered. Every one of 'em will be after the thousand and they won't dare peep about a blame thing the whole year. Fat? Holy smoke, he'll think he's in heaven! He can send 'em any old thing without a come back.

Then when the year's up I'll give the thousand to my wife's cousin and sit on his chest till he gives it back.

There's one little string to this scheme. I'll only let it be worked by grocers that do the square thing by me on Christmas day. I'll take anything, that is, anything I can sell. Since you ask me, money's preferred. I need a bunch of money to pay up some back alimony to my first wife.

I'm going to offer another thousand to the customer of the retail grocer that spends the most money with him during the year. That's softer than the other one. All you've got to do is to tell 'em that even if they spend \$900 to get the thousand, they're a hundred ahead.

Then every week or so say to every one of 'em confidential, "Mrs. Smith, you're *way* ahead." If it's worked right, we'll have Mam Smith selling her husband's gum shoes to buy soap and sugar. I figure out that with this scheme, the end of the year would find the grocer who worked it sitting on just about all the money in the place. I figure this, too—that the thing'll work so bully well that the grocer won't feel like he ought to look to me to put up the thousand—he'll be glad to put it up himself and to gimme a few crumbs beside.

But I'll offer to put it up anyway, and I expect them that don't know me to believe I'll be on hand with it on Christmas eve.

I reserve the right, I want to say, to pay the thousand in any way I like—United Cigar Stores coupons, or peanuts, or anything I happen to have a thousand dollars' worth

of at the time. It might be paid in anything—that is, anything but hair. It won't be hair, that I'll guarantee. I'll also pass my word it won't be in money.

I'll probably offer another thousand to the customer of my own who treats me the best during the year. That includes having me up to his house for meals (with wine), giving me all the time I want to talk about anything I want to talk about, and not trying to beat me down on price. I can't see how anybody who don't buy all his goods from me can hope to get the prize, but I don't decide that now, I only hint it.

I will say this and I mean it: Any customer who pushes me out of his store, or spits terbacky juice on my shoe—makes no difference whether it's shined or not; the manufacturer ought to keep it shined—or calls me a pie faced nuisance, or says "get the hen out o' here or I'll set ye on fire," or does anything else like that, won't even have a look in.

I ain't naming any names, but have certain people in mind.

THE STROLLER

Pennsylvania Weights and Measures Chief Now Says Laundry Soap Need Not be Marked.

Makes Third Ruling, Nullifying All Others, That if Sold for Five Cents or Less, Laundry Soap Need Not be Marked Either With Weight or Count.

The Chief of the Pennsylvania Department of Weights and Measures has finally decided that laundry soap selling for 5 cents or less need not be marked under the Pennsylvania net weight law of 1913. This is a part of what this paper has contended from the beginning, but the Chief stated before the Philadelphia Retail Grocers' Association recently that laundry soap would have to be marked with the numerical count even if there was but one cake in the package. The Chief had previously made another ruling that laundry soap must be marked with the weight or numerical count.

The latest and probably the final ruling is based upon the fact that the Chief has made a ruling exempting small articles retailing for 5 cents or less, from the operation of the law. Laundry soap, he said now, comes within that if it retails for 5 cents or less, as almost all laundry soap does. No previous ruling, however, said anything about the exemption, which evidently was not then thought of in connection with it.

Dickinson's Package POP CORN

For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.



Snow Ball is the favorite brand of Rice Corn. One-pound package. Retail at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. *It pops!*



Santa Claus brand is a ten-ounce package. Retail at 5 cents. The same nice quality as packed under *Snow Ball*. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated recipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of *GLOBE* shelled rice pop corn in bags, and *GLOBE* ear rice corn in fibre boxes and in barrels.

The "Modern Merchant and Grocery World" believes that the chief is simply escaping in the most convenient way from his former failings, which he probably found were untenable. This paper reiterates its belief that under the law laundry soap need not be marked unless it is sold by the pound, no matter what it sells for.

Food Commissioner Says Canned Goods Do Not Keep Indefinitely.

J. J. Higgins, Dairy and Food Commissioner of the State of Washington, has made a public statement that canned goods do not keep indefinitely, as everybody has supposed, and that even when there is no external sign of deterioration, the contents may have deteriorated simply from age. A part of the statement follows:—

Our experience in numerous well-founded tests has proved the absolute fallacy of manufacturers' contentions that canned products hermetically sealed and properly sterilized will keep indefinitely. There is no food product that does not deteriorate with age.

During the year especial attention has been given to certain food products, particularly to canned meat put up under the various regulations issued by the Federal Government under the two general food acts of 1891 and 1906. Of the canned meats condemned and confiscated, the majority were found to be bad because of deterioration from age. The unwholesomeness of the older goods was often demonstrated by opening cans in the presence of their owners—grocery proprietors—who, upon noting the bad odor, corrosion and general unfitness of the product, generally consented to sign a waiver for their condemnation and destruction.

In many instances cans that bore no external evidence to condemn them were submitted to the State chemist for chemical and bacteriological analysis and proved to be dangerous by both tests. Harmful bacteria were found in numerous instances. No prosecutions against wholesalers or retailers would be justifiable in instances of this kind, for the reason that they labored under the false belief industriously spread by manufacturers, that where a can shows no external evidence of deterioration, as from leaks or swells, the contents are right.

A Good "Yeast Store"

Practically all grocers sell

Fleischmann's Yeast

still, in every neighborhood, there are one or more groceries that hold reputations as "good yeast stores."

Incidentally a good "yeast store" generally becomes a good flour store and withal a pretty busy place.

Used in Dozens of Dishes



Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"You can always depend on BORDEN'S EVAPORATED MILK because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCXC.—The Clayton Anti-Trust Act and a Manufacturer's Right to Appoint Exclusive Agents for His Products.

The "Twin City Commercial Bulletin," of Minneapolis, Minn., sends me the following:—

Have you dealt with the following subject: "What effect Clayton-Anti-Trust Law have on the following condition?"

The John Jones Mfg. Co. sells a line of goods to Tom Smith, a local dealer, with the understanding that no other dealers within a certain distance of Tom Smith's town will be sold or solicited.

If you have not handled this subject, don't you think it would be a good one for an article? It is a matter that is interesting to the small dealer, especially in certain lines of underwear, furniture, hardware and various specialty goods.

Here is an actual example that came to the writer's attention recently. A manufacturer sold a dealer a full line of his stuff with the understanding as mentioned in the foregoing, shipment to be made 60 days later; about 30 days after this dealer noticed a big shipment of the same manufacturer's goods addressed to his competitor. He immediately got after the manufacturer and wanted to know the why and wherefore. He was told that according to the Clayton Anti-Trust Law a manufacturer could not refuse to sell a dealer if he offered the money.

Was the manufacturer right or wrong in his contentions?

Without a doubt the manufacturer was wrong. There is not in the Clayton anti-trust act, if I read it correctly, the slightest warrant for his position. I know that a considerable number of manufacturers are using this excuse for breaking down exclusive agencies, but I believe them to be actually uninformed as to what the law requires; or misinformed; or they may be using the law as an excuse to do something which they could not see their way clear to do without it.

Wherever there is any doubt as to the meaning of a law, the best advice to give a business man subject to it is "be on the safe side." Go the limit in order to play absolutely safe. But I do not see any doubt in this case—the law never intended to forbid a manufacturer who does not have a monopoly of

a product from choosing his own customers and using his own arbitrary and unrestricted judgment as to whom he will sell. And so as to make it absolutely certain that there will be no mistake about it, the law itself says, in Section 2, that it has no such intention. The language is this:—

And provided further, That nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

The manufacturers who claim they can no longer appoint exclusive agencies for their goods, but must sell everybody who "offered the money," do so on the authority of Section 3, which is as follows:—

Sec. 3. That it shall be unlawful for any person engaged in commerce, in the course of such commerce, to lease or make a sale or contract for sale of goods, wares, merchandise, machinery, supplies or other commodities, whether patented or unpatented, for use, consumption or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, or fix a price charged therefor, or discount from, or rebate upon, such price, on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, wares, merchandise, machinery, supplies or other commodities of a competitor or competitors of the lessor or seller, where the effect of such lease, sale or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

Everybody who followed the passage of the Clayton act through Congress knows that this section was intended to prevent practices like this: A certain large glucose company formerly made more than 50 per cent. of the total amount of glucose made in this country. It did not have an actual monopoly, but was a dominant factor in the glucose market. This company sold its glucose at a uniform price, but

to buyers who bought nobody else's glucose during a certain period, it gave a rebate. Of course the buyer who did not get this rebate was at a great disadvantage when he attempted to compete with buyers who did. Not only as to the big company's brands of glucose, but as to any glucose, for the big company controlled the market.

A large match company used the same scheme and so did a number of manufacturers in other lines. The scheme if continued until now would be a clear violation of the Clayton act, in the case of manufac-

turers who supply more than half the total output in their line, because the effect of it in their cases would be "to substantially lessen competition or tend to create a monopoly." That is, to lessen competition and create a monopoly, in a product as a whole.

But with manufacturers who are not dominant factors in their field, who do not make more than 50 per cent., but are just one of several manufacturers in the field, the situation is quite different. They can do many things which the dominant manufacturer cannot do. For since the smaller manufacturer controls but a small minority part of the total output, his appointment of exclusive agents for his own brands would not "substantially lessen competition or tend to create a monopoly"—as to the product, understand; it might do it as to his brands—and therefore would not violate the law.

Bear in mind that every owner of a private brand can legally lessen competition and create a monopoly for it. In fact it is a monopoly to begin with—every private brand is a monopoly and the law will protect

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

he owner of it in the enjoyment of it as a monopoly. There is a vast difference between the monopoly of a private brand and the monopoly of a product which may be packed under a private brand. The first is absolutely legal, the second, under the Clayton act, is absolutely illegal. In speaking of monopoly, and the lessening of competition, the law *always* means as to a product—the total output of anything—and never as to a mere brand, which as I have explained must in its very essence be a monopoly.

A manufacturer who has no control of more than half of the total product in his market, can in my judgment, just as readily and legally as he ever could, do either of two things: He can tie up as many people as he can get to sell his brands exclusively, and to such as will sell his alone he can grant a preferential price. Or he can refuse to sell anybody but one buyer in a town, or a county or a State. Only when the manufacturer is so large that what he does affects the general market for his product is he violating the law when he does these things.

That under the Clayton law or any law, a seller of merchandise must sell everybody "who offers the money," is absolutely and totally untrue. Not even the manufacturer who has a practical monopoly would have to go that far.

(Copyright, December, 1914, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

On December 4th the organizer addressed a well attended meeting of the Catawissa Merchants' Association. The meeting was held in the Opera House and there was a good attendance. This is a small organization but a very good one. Since its organization it has done many things of interest to the merchants, the chief achievement



Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a SUPPLY instead of SAMPLE—sell her a WHOLE CONTAINER of FRANKLIN CARTON SUGAR instead of one or two CARTONS.

It's easy to show a woman the convenience of having a CONTAINER of FRANKLIN CARTON SUGAR in the house, always handy when she needs it.

Selling FRANKLIN CARTON SUGAR by the CONTAINER is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the CONTAINER to make your profit on every CARTON in it. When you sell a woman a CONTAINER of 30 two-pound CARTONS you make the profit on her purchases of sugar for some time to come; if you sell her one CARTON you leave an opening for competitors to sell her the other TWENTY-NINE. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them FRANKLIN CARTON SUGAR BY THE CONTAINER. Try it.

FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds to the CONTAINER. Ask your Jobber for full information as to grades.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—30 Franklin Cartons in a neat Container. It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

being the elimination of gift schemes and trading stamps.

On Thursday, December 10th, Mr. Smedley addressed the grocers of Williamsport at a well attended meeting held at the Y. M. C. A. rooms. New officers were nominated and a programme mapped out for more aggressive work.

On Friday, December 11th, the organizer was the guest of the Board of Trade of Williamsport at a luncheon. His talk was on "The Modern Merchant."

At the meeting following the organizer's visit to Bradford, ninety members were present. The meeting was addressed by Banker Lindemuth on the new banking system. A business meeting was held at the conclusion of the talk.

W. K. Cuddy, secretary of the Muncy association, has taken unto himself a wife. Congratulations are in order.

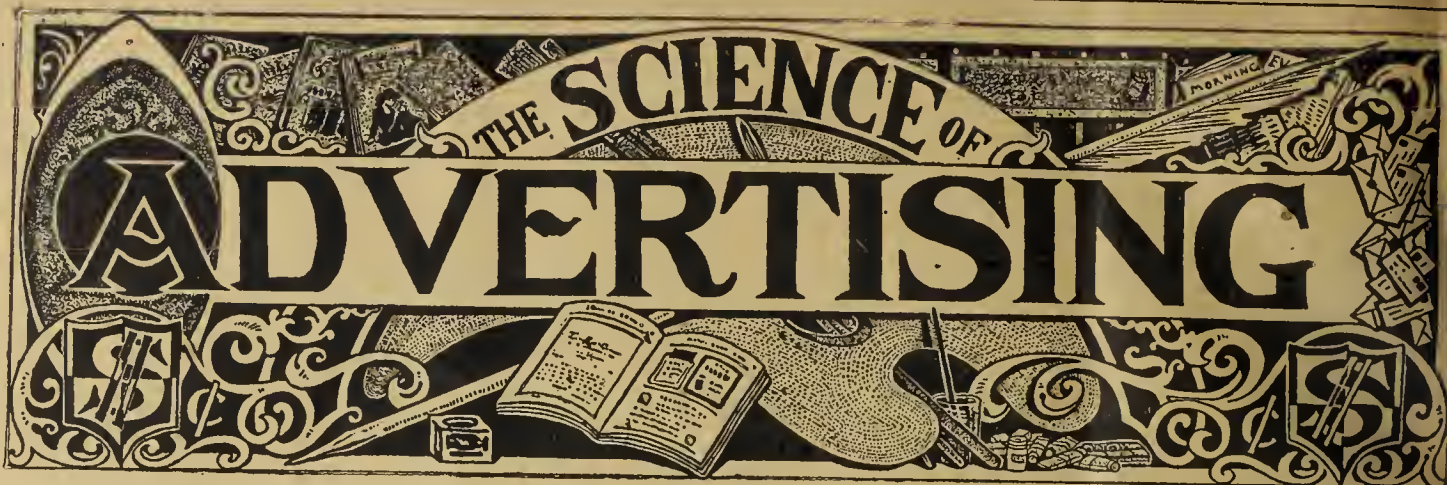
The organizer met the Board of Trade of New Castle on December 8th and addressed the meeting on several matters of local interest. The attendance was fine and the interest manifested all that could be desired. Steps were taken for more progressive work.

On December 9th Mr. Smedley met the Executive Committee of the Pittsburg Retail Grocers' Union. Legislative matters were taken up and plans made for an aggressive campaign. Pittsburg grocers are very much opposed to trading stamps and will introduce a bill to eliminate the evil.

This is the Last Appearance of the "Grocery World" Assortment of Cakes, Have You Obtained Yours?

J. S. Ivins' Son's special assortment of high-grade cakes, known as the "Grocery World" assortment, appears for the fourth and last time in this issue. These are the cakes on which Ivins' made his great reputation and are priced for this occasion at \$6.12, with freight prepaid to nearby States. The sale is guaranteed or money refunded.

Ivins' cakes are made from absolutely pure materials and are guaranteed to more than comply with food laws, in that all of their products are free from lard compound, cottonseed oil, adulterated chocolate, imitation honey, desiccated or frozen eggs, preservatives, benzoate of soda, alum, artificial colors or any harmful or unwholesome ingredient. They use selected candled eggs only. You will be interested in their advertisement.—Advt.



Williamsport, Pa., Nov. 12, 1914.
To the Editor.

Dear Sir:—We are considering the plan of adopting the "dodger" method of advertising for a change.

Kindly give us your opinion of the inclosed copy in connection with the same, and oblige,

Yours truly,
SIMON'S GROCERY CO.

The circular inclosed measures 8 x 11 inches and is well printed on yellow paper of pretty fair quality. About one grade better paper would be an advantage. Here is the reduced reproduction:—

and I believe that if these dodgers are carefully distributed to the right people, you can expect results. Advertising of all kinds, but more especially dodger or circular advertising, is like burning coal for fuel. They tell us that when coal is burned in the ordinary way under a steam engine, you get only about 13 per cent. of energy out of it. The balance is pure waste. It is exactly the same with circulars thrown about the streets or left on door steps. For every one that gets in somebody's hands and is read, probably 25 or 50 are lost and wasted. That is the worst of

your advertisement in the readers' hands. Don't think that I disapprove of circular advertising, I do not; on the contrary, I advise it in probably over half the cases. It will almost always get results when done intelligently.

Where an advertisement is written to exploit one idea—in this case it is the sale of specials—I don't believe in bringing anything else in. Bring in the other things when people come to your store after the specials. I mean in this case some of the matter that appears in small type at the bottom, beginning "Get busy." I should have left out the reference to meats and the reference to sugar. There was nothing to either of them to bring anybody to the store, therefore they could have been attended to just as well when the people came to the store after the specials. My idea is not to ask people to read anything but what is to the point. Of course, I am not contending that the presence of these things in the circular injured it in any vital way—it is simply in the interest of sharpness and terseness in advertising that I speak.

But, all things considered, I think this is good advertising, and it probably got results.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Pinkerton Collection Agency Barred From Colorado.

The "Pinkerton & Co. U. S. Detective Agency," which, according to reliable information, conducts a collection agency on the side known as the Pinkerton Collection Agency, and which has been the subject of a Federal inquiry recently on account of many complaints of retail merchants concerning its methods, has been refused a license to do business in Colorado. The details of the Federal investigation of this company, with a conv of questions asked the merchants by the Government in order to determine whether action should be taken against the concern, appeared in a recent issue of this paper.

THIS WEEK'S SPECIALS

A SPOT CASH PROPOSITION

| | |
|--|---|
| Smith's High Grade Spaghetti, Regular ten cent size, 7c | Brubaker's Pudding, ten-cent size, special three for 10c |
| Three cans extra fine quality Red Salmon, (regular 20c per can value) 49c | Chinkspar Laundry Powder, regular size packages, seven boxes for 25c |
| Miller's Powerine, one of the best washing powders in existence, 7 boxes 25c | Donedo, the inexpensive and time saving doughnut maker, special 13c size packages, 9c |

Oil Special Friday Only Delivered Free Five Gallon, 49c

VERY SPECIAL Make that breakfast more appetizing and tempting by serving your family with Croft & Allen's famous breakfast Cocoa, think of it, only 18c lb. (In that quantity lot only)

Naptha Soap, 7 bars for 25c Regular 25c pkge Gold Dust, 17c
Norway Mackerel, piece, 10c 12c pkge Kelloggs Wheat Biscuit, 10c

Use "SiGroCo"

Our Tradename Coffee, only

25c lb.

Get a good quality stone jug worth 20c itself, filled with Heinz pure wine vinegar worth 12c, total value 32c—all for, while they last,

15c

Soup Ringlets

Five Cent value, Three for

10c

Get busy on that BUCKWHEAT and PANCAKE proposition for these cold mornings. We carry only the best grades of these Flours at the cheapest prices. We also handle the old fashioned country Sausage to go with the cakes at the lowest possible price. Come in and look over our first grade line of Meats for your Sunday dinner.

We quote no prices on sugar but assure you that our price will hold its own with the average rates.

Ask to see our famous cakes for your Sunday dinner or evening party. We have most any kind at a price much cheaper than you can bake them yourself.

SIMON'S GROCERY CO.

Harold Miller, Manager

440 Washington Street

Phone Orders Immediately Attended To—Bell Phone 1025-R

I think this is good advertising. It looks and sounds energetic. There is nothing careless about any phase of it, circular advertising—the chance of waste is so great. Newspaper advertising, if rightly done, does at least get

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:— 5½ cases of Hummel Coffee Essence, 1 in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash, f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 loz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 22.

One Dayton Computing Scale, with scoop. Cost \$75, will sell for \$15. In perfect condition.

Also country lard by the can, at 11 cents per pound.

A. J. HAZEL,
Rebersburg, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me

\$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for \$7.50, as I have no use for it.

L. F. HARPER,
Richlandtown, Pa.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for \$2.75 per box, f. o. b. Atlantic City, N. J.

L. A. BACON,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for \$7 cash, f. o. b. Donaldson.

L. T. JONES,
Donaldson, Pa.

Offer No. 47.

Having no use for a Templeton Cheese Cutter, which we paid \$20 for, will sacrifice for \$5, f. o. b. Meadville, Pa.

JACOBS BROS.,
Meadville, Pa.

Offer No. 48.

Eighteen quart tins of Rae's Olive Oil. Will sell at 50 cents per quart; in good condition.

Also, 25 gallons of Porto Rico Molasses.

S. E. HUBBS,
836 N. Sixth St., Camden, N. J.

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).

JOHN S. LEE,
Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.



Holly Days

are confection days

MAPLEINE

is indispensable for
flavoring and coloring
bonbons, icings, candies, ice cream.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.

THE VALUE OF Electricity

is not measured alone by its economy as compared to other illuminants. Its big value to the retail merchant is its advertising possibilities. The progressive merchant, now-a-days, realizes that to draw trade he must have something more than well-filled shelves—his store must be flooded with bright, cheerful and efficient light—Electric Light. Send for literature.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS bring results; never thrown away. Sample free; \$1.08 gross up. Grabill & Co., Lancaster, Pa. 1

WANTED

WANTED.—Cheap, accurate machine to measure cloth in bolt. Suitable for invoicing rolled cloth. Address F. A. Crabtree, Ceres, Va., Route No. 2. 1

WANTED.—To buy a used adding machine. Price must be reasonable. Address Geo. Minschwaner, Trenton, N. J. 26

WANTED.—A standard late model typewriter. Address W. M. Focht, 157 High St., Pottstown, Pa. 26

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St. Philadelphia 26

STORES

FOR SALE OR RENT.—General corner store, established 50 years; adjacent dwelling, porches, old shade, five acres, fruits; in heart of mountain resort. Address A. H. DeWitt, 524 Main St., Stroudsburg, Pa. 26

FOR SALE.—Corner grocery and meat market, established in 1870. Stock at invoice and real estate on terms. This is a cash business and in good shape. I want to retire and go South. Address John Sebastian, 412 W. Eighth St., Erie, Pa. 1

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminister Ave., West Philadelphia. 3

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E.

corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE.—Stock and fixtures of a corner grocery store. Established 25 years. A good corner for meats, delicatessen or general merchandise store. Will sell at a very low figure, \$1,650, if sold at once. Wilmington, Del. Address W. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

FOR SALE.—Stock and fixtures of an old corner grocery store. Will do well with fresh meats and delicatessen. To a quick buyer will sell at the low figure of \$1,475. Six rooms and bath, rent \$16 per month. Address C. H. Behrendt, 1121 E. Eleventh St., Wilmington, Del. 25

FOR SALE.—Stock and fixtures of a corner grocery store, meats and delicatessen. To a quick buyer will sell at the low figure of \$875. Property contains 11 rooms and all conveniences. Can be bought very reasonable, \$7,500. Address 5816 Vine St., West Philadelphia. 25

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet; two baths, three toilets, hardwood floors, gas and electricity. Also bungalow, with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$475. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—Stock and fixtures, \$1,800; rent, \$35; established 30 years; best town in Eastern Pennsylvania; population of 60,000; cash or part cash and good security; owner going West. Address B. M. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—American slicing machine for sale at a bargain. Have gone out of business or would not sell. Good condition. Address C. E. Smith, 119 Summit St., Newark, N. J. 26

FOR SALE.—Toledo computing scale, four-pound capacity, with scoop; selling price, 5 to 75 cents; good condition; \$20 takes it; I have no use for it; will ship C. O. D. Address A. Strock, Fifteenth and Naudain Sts., Harrisburg, Pa. 3

FOR SALE.—One balancing scale in good condition. Will sell for \$8. Will pay freight charges. Address Fred. J. Klick, 2226 Holland St., Erie, Pa. 26

FOR SALE OR EXCHANGE.—One 14-syrup Lippincott fountain, one car-

bonator (water power), with water motor, two fans, two marble slabs and sink complete; outfit cost new over \$2,000; will sell outright or exchange. Also one 10-syrup fountain, with rocker and everything complete. Make offer. Address Atco Stores Co., Atco, Ga. 26

MISCELLANEOUS.

FOR SALE.—Lot, 50 feet front, 150 feet deep, 65 feet on back; 2½-story frame; 5 rooms, besides storeroom. Price \$7,000 for property; stock and fixtures between \$600 and \$800; one-half can remain on mortgage. Town of 50,000, ninth largest manufacturing city in the United States, according to population. Address B. Bruggaman, 752 S. George St., York, Pa. 3

FOR SALE.—A good team, bay mare, nine years old, sound and fearless; in good condition; will work anywhere; also good driver. Delivery wagon, hand made, good size, with glass front; only used a short time. Also new harness. Will sell at low price to quick buyer. Reason for selling, using automobile. A. E. Flagler, Quakertown, Pa. 9

FOR SALE.—Holly wreaths. Can fill orders for above in any amount. Address W. E. Jones, Greenwood, Del. 25

FOR SALE.—Fancy hand-picked Fall-waler apples; will keep till spring. Should like to get in communication with some retail trade. Can ship any quantity, from a barrel up and the same day order is received. Address A. S. Anthony, Mauch Chunk, Pa. 26

FOR SALE.—Six mahogany tables, as used in restaurant; also electric fixtures, cheap. Address A. F. Bickley & Son, 520 N. Second St., Philadelphia. 26

AUTOMOBILES

FOR SALE.—One five-passenger Rambler touring car. This car has been well taken care of and is in good condition, with top, windshield, tool box, extra tires, tubes, etc. Would make excellent delivery car, as it has a large roomy body. Will sell cheap, as we are about buying a new car. Address J. W. Kraft, 620 E. Chester Ave., Lancaster, Pa. 26

SITUATION WANTED

WANTED.—High-class grocery manager will be open for responsible position after January 1st. Ten years' with present firm. Address S. W. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 25

WANTED.—Manager and buyer of general retail store, now doing an annual business of \$150,000, desires to make a change after January 1, 1915. Fifteen years experience as successful buyer and manager of general stores, with best of reference as to ability, etc. Reason for wanting to make a change fully explained. Address W. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

HELP WANTED

WANTED.—A great opportunity for salesmen selling the grocery trade. Household necessity which repeats and repeats after introduction. Big profits and a permanent income for a side line. Address Leswerk Mfg. Co., Richmond Hill, New York City. 25

WANTED.—Want to find some merchants in large towns and cities to handle first-class eggs. I am getting about two or three crates per week. Address J. E. Elliott, Bridgeville, Del. 3

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT'S
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

RECEIVED
DECEMBER 28 1914

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

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VOL. LVIII. PHILADELPHIA, December 28, 1914. No. 26.



Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

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 Filbert 3287. Keystone, Race 746.
Private Exchange.

All Checks and Drafts payable to the Gro-
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An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Get Your Local Paper to Work This "Buy-at-Home" Campaign

Description of a Practical and Interesting Plan Operated in Hagerstown (Md.) in the Interest of the Local Merchants. Cash Prizes to School Children on "Why We Should Buy at Home."

Here is the brief story of a plan which has just been closed in Hagerstown, Md., which is earnestly recommended to the earnest consideration of every reader here-of whose store is in a community where there is a local newspaper. The scheme is called the "Buy-at-Home Campaign," and in Hagerstown, Md., it was operated by the "Morning Herald" for the benefit of all the local merchants. In a nutshell it included the offer of cash prizes from \$1 to \$10 for the best essay by the school children in the various grades of the local schools on "Why We Should Buy at Home." The contest was of course exploited through the paper and attracted general attention to the question under discussion, especially among the parents of the hundreds of children who competed.

To show the high calibre of the papers written on the subject the "Modern Merchant and Grocery World" reproduces the paper that received the first prize of \$10 in the higher grades. It was contributed by George R. Crowther, Jr., aged 18 years:—

The strength of every community depends upon four things—the intelligence, the morals, the unity and the wealth of its citizens.

Among the men of our community, to whom we feel most indebted for its strength and its prosperity, are the business men and merchants. They, perhaps, of all other men are most responsible for the financial strength of the community, for the reason that they form a connecting link between the local community and the great business world. As such, they handle a large percentage of the local wealth. They, too, are among the most important wealth producing citizens of the community. But wealth, in order to be a strong factor in the community, must be in active circulation; else it would be much like an arm held continually in a sling. For the active circulation of wealth we are indebted largely to our merchants and business men; therefore, the citizens who enjoy the benefits should stand ready to patronize those who produce them.

Besides, as large producers and circulators of wealth, the merchants are among the biggest taxpayers. To them we can turn with gratitude for a large percentage of the benefits derived from taxes. Good roads, well-lighted streets, an adequate water supply and well-regu-

lated schools all result from taxes, a large part of which are paid by our local merchants. We are not slow to avail ourselves of the blessings which are conducive of the community's welfare, and should be no slower to give our fullest patronage to our merchants who bear a large share of our taxes.

Then, too, our merchants and business men are affording employment to a large part of our citizens. In thus doing they add vigor and strength to the community and tend to build up a busy and energetic citizenship.

They also promote greater prosperity in the community by helping to support the railroads, being especially influential in securing better railroad facilities, as well as in determining the relative strength of the community as a railroad center.

Not only do they add strength and prosperity to the community, but they play a large part in promoting intelligence in the community by helping, through their advertisements to support the newspapers, which are not only news distributors, but powerful educational factors.

But other than the general benefits enjoyed through the business of our merchants, there are certain advantages to be enjoyed by us individually which are, in a large part, responsible for the equilibrium of our community life. Our local merchants are able to offer credits facilities which are impossible to obtain from business firms outside of the community. The want of cash very often necessitates men, who depend largely on their crops, to ask for credit, which our merchants are always willing to give.

Still another reason for purchasing from our local merchants is that they are striving to offer to their customers the very best and latest in every line. Besides, we are surer of our goods when purchased from a merchant in our own community, because in dealing with outside firms we assume the risk of dissatisfaction and partial or even entire loss. This risk would be avoided by buying at home.

Not only do we lose individuality in dealing with outside business establishments, but we help to undermine the strength of our local merchants. If our merchants were fully patronized it would, through increased business, afford employment to more people, eliminating to a great extent our contributions to charity.

You should buy at home because you gain individually by strengthening, uplifting and prospering our community.

The following paper, which received a \$5 prize, was written by a clever little lady aged nine:—

You should buy at home because money spent at home helps all the people. Money spent at home for goods enables the home merchants to meet their tax bills, make improvements on their property and this beautifies the town.

The more money the home merchant makes the greater is his capacity to buy. By buying in larger quantities he gets a lower price and he can sell his goods cheaper, which is a benefit to all who buy.

The home merchant buys his supplies for his family at home, spending his profits for clothing, shoes, meat, bread and other things, thus helping all lines of trade. He pays taxes, which helps to pay the cost of public improvements and assists the charitable societies. He puts his surplus in the home banks where those who need it can borrow and meet their tax bills.

Money spent away from home helps in neither taxes, public improvements, nor civic pride.

We should buy at home because it is our duty to patronize our own merchants, so they can make more money with which to buy in greater quantities and give us cheaper prices. So they will have more money to spend on their families. Because our merchants can thereby make money and put it in our banks so others can borrow and pay their bills. Therefore money spent at home helps all the people and we should buy at home because it is right.

The "Morning Herald's" comment on the plan and how it worked out is here reproduced in part. It will be interesting:—

THE PRIZE ESSAY CONTEST.

There cannot be any doubt now about the wisdom of "Buying at

Home." Maybe the policy of buying in some far distant place will hereafter appear as pennywise and pound foolish. Let it be hoped that the reasons set forth in these essays will be considered and carefully weighed. One hundred and seventy-six essays were sent to "The Morning Herald" on the subject of "Buying at Home."

As a whole, the essay contest has been a success. It has stirred the young people to think on a practical subject. It brought forth many fine essays and it has paved the way for further work along the same or similar lines. This community, of course, will be benefited. There will be more earnest thinking on the subject in the future. The amount of money that goes out of this community every year for commodities that can be gotten here is enormous. There is no way of estimating the amount, but it is a fact that mail order house catalogues are found in too many homes, and these same catalogues are too frequently used. In these dull times the big mail order houses are the only ones that are not suffering. Keep your money at home as far as possible, and the tide will turn in this direction. Hagerstown cannot expect to create business here if the citizens of this community go elsewhere. By reason of the favorable location of this city, and its fine transportation facilities, it is the natural point of exchange for a large section. In order that this may be fully appreciated our local business enterprises must be loyally supported. The rest will follow in due course.

This is a Plan to Make People Eat More Fish and Less Meat

It Emanates From New England and is Worthy of Support From Grocers Everywhere. Fish is a Better Food and Costs Less, According to the Information Furnished.

The Directors of the port of Boston, Mass., have sent this paper copies of a very unique and interesting booklet they are using to increase the sale of fish not only in that section but in other sections. The pamphlet is entitled "Fish as a Food or Fish Against Meat." The argument is that fish is as good a food as meat, and much cheaper. Any retailer could make the same argument to his customers, no matter where he is located, and the effect could hardly be otherwise than good. Consumers shown how they can reduce the high cost of living are usually very receptive.

For this reason the greater part of the text of the Boston fish argument is here reproduced. Local grocers everywhere would do well to show it to their local papers and have them reproduce it:—

To the visitor to Boston from the Middle West, and even from New York, one of the great attractions

of this city is the delicious fresh fish which can be found here in a greater variety than in any other place in the United States. Inquiry at any of the great hotels in Boston will show that it is not uncommon for Western visitors at these hotels to eat fish at every meal during their stay; yet the average weekly consumption of fish in Massachusetts the year round is less than 13 ounces per person per week.

The public does not fully appreciate the healthfulness, palatableness and cheapness of fish as a food, and in order to educate the public to its value, the Directors of the Port of Boston have joined with the fishing interests to encourage and support this very important industry of this port. Boston is the largest fishing port in North or South America, rivalling Grimsby, England, as the greatest fishing port in the world. During one year (1913) the fish catch brought to this port alone was 170,000,000 pounds, worth 17,750,000, the first price obtained. Last year over 528,000,000 pounds of fish were taken from the waters of New England, or one-quarter of the entire catch of the country.

With the price of meat almost prohibitive—due to the fact that New England does not raise cattle to any appreciable quantity, and the increased cost of raising stock in the West, etc.—the Port Directors point out that fish is the only staple

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 15

The wholesale grocers whose names appear below, wish their customers, and the retail trade generally, a happy, prosperous and contented New Year. May the relations between wholesaler and retailer—the two vital and indispensable factors in the distribution of merchandise—be closer during 1915 than they have ever been before.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexasmer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

article of food to-day to which the people of Massachusetts, New England, and, in fact, the entire country can hopefully turn for relief from the high cost of living.

Practically all food as purchased contains two portions—one which can be eaten and the other which is refuse. Naturally, the part most interesting to the consumer is the eatable portion, which is made up of two parts—water and nutrients, which consist of protein, fats, carbohydrates and mineral matter or ash. We get the fats in meats, fish, butter, olive oil and the oils from corn, wheat, etc. The carbohydrates include the glucose, cane sugar and cellulose groups, as represented in sugar, starch, etc. The mineral matter or ash is represented in the phosphates of lime, potash of soda, etc., needed to assist in digestion. While all these nutrients are necessary, it is with the protein, which builds and repairs the tissue of the body and brain, that the consumer is most directly concerned. This protein is found in the white of eggs (called albumen), in the curd of milk (called casein) and in the lean flesh of meat and fish—these two last articles of diet containing about the same proportion of this very necessary protein, with one advantage, however, that the price of fish averages from one-third to one-half that of meat.

If the housewife buys a pound of smoked ham for 22 cents she gets 16 per cent. of protein, but if she buys a pound of haddock at 7 cents she gets 18 per cent. of protein; with a pound of pork chops at 25 cents she gets 17 per cent. of protein, and with a pound of herring at 8 cents, 19 per cent. of protein; sirloin at 30 cents gives her 19 per cent. protein, while bluefish at 10

cents gives an equal amount of protein, and so on through the list. When a pound of fish at 10 cents gives the same amount of protein as a pound of meat at 30 cents, the Eastcoast housewife who does not take advantage of this great saving in money should not complain of the cost of living.

When the housekeeper knows and realizes that fish combined with bread, potatoes and other vegetables can be counted on to supply the demands of the human body as well as meat, there will be a larger demand on the part of the public for fish. Not only is there a plentiful supply of fish to supply this demand, but the Eastern coast market carries the following "staple varieties" the year around: bluefish, cod, flounders, haddock, hake, porgies or scup, halibut, herring, mackerel, pollock, whiting (silver hake), Western salmon, sea bass, smelts, shad, weakfish. And even this long list does not include all the fish sold for food in our markets. At all times fish can be purchased at this port from 10 to 12 cents per pound, while meat costs at least on an average of from 20 to 30 cents per pound.

Through habit and custom, fish at present has a place on our tables only once or twice a week, and as a result, there is a woeful lack of knowledge in the United States as to the proper way of cooking and preparing fish for the table. The sauces which add flavor and piquancy, and the many accessory dishes such as salads, croquettes, pates, etc., are seldom considered with regard to fish in this country. With an increased use of fish will come better knowledge of the correct way to prepare and cook fish. The foreign-born population of the United

States are in fact the real fish consumers of the country. They have brought their fish-eating habits with them from Europe, where fish, not meat, is the more common nitrogenous food; and they are accustomed to make an appetizing and satisfying meal of fish. We in the United States have done comparatively little to stimulate our fisheries, while the older nations have expended every effort to gather the crops that the waters yield so abundantly, and deliver them cheaply and in prime condition to their people, not only along the coast, but to extreme inland towns.

The average meat consumption of the individual in the United States has long been declining. Seventy-five years ago one-half of the National diet was meat, while five years ago (1910) it had dwindled to one-third, a decline of 16.6 per cent., due undoubtedly to the increased price of meat, which had risen between 1897 and 1910 over 37 per cent. Yet with all the decline in the consumption of meat, the percentage spent for beef by the average Massachusetts family to-day is still higher than that spent for any other article of food, the expenditures of the housewife for meats being two-fifths of the total amount spent for foodstuffs. Fish, on the other hand, has not increased in price over a quarter or a half cent a pound in 10 years, but the average family has not taken advantage of this low price for a nourishing food, for only 5.3 per cent. of the total expense for all foodstuffs went for fish. And all these out-of-proportion expenditures with fish containing much more nourishment than meat and purchasable at from one-third to one-half the cost!

Like many of our resources, we have not yet begun to fathom the value of the fish in our waters. Only time and necessity will teach what they mean to the nation. Meat shortage was an old problem to other nations when the United States was in its infancy. And to add to this problem today we have the more recent one of disease rampant among our cattle. There is only one way to meet the problem of an increased cost and shortage of meat, and that is to supplement our meat supply by turning to the sea for fish. There is a limit to the supply of cattle, but when we come to the fish of the sea, we find them feeding and breeding unaided, and practically in unlimited numbers. The land over which they swim and the water through which they float are free, and they pay no tithes. Food taken from the sea is a net gain to the land. It in no way impoverishes the soil and, in fact, adds to the fertilizing elements of the country.

The Port Directors believe that the people of Massachusetts and New England, and in fact the whole country should make "Eat Fish" their slogan. They should make fish a part of their meal as often as possible, and in doing so they can be assured that it will give them the proper nourishment and sustenance, will reduce the cost of living and will encourage and support one of the largest industries of the Port of Boston and of New England.

The New England Fish Exchange of Boston, Mass., is sending out, upon request, thousands of booklets containing recipes for preparing sea food for the table to retail dealers all over the country for distribution among their customers.

These Letters Show Three Chief Obstacles to Development of Parcel Post Food Business

First is Temperamental Slowness of Producers, Second is That They Want to Sell More Than Retail Quantities, and Third is That They Charge Higher Prices Than Regular Retailers.

Shortly after the United States Post Office Department issued to consumers its list of names of producers of various food products, with a view to getting the two into direct communication and cutting the middleman out, the "Modern Merchant and Grocery World" caused letters of inquiry to be sent to twelve producers whose names appeared upon the list. The letter was as follows:—

Dear Sir:—I note your name in the U. S. Parcel Post Produce list, and should like to have your price on (butter, eggs, poultry or potatoes).

Please also state how fresh your goods are when you ship them and how much it will cost to get them to me by parcel post. Please also state how I am to pay you and whether I shall include in any money that I send the cost of the

postage. Also what redress I have if the goods are not satisfactory.

Yours very truly,

The intent was to ascertain from first hands how the parcels post producer does business. The returns do not indicate that the established retailer need look on parcels post with much fear. The farmer appears to be a pretty slow individual. The above letter was sent out on December 17th, and the entire twelve were within a comparatively few miles of Philadelphia. Up to the writing hereof (Thursday) but four answers have been received, and from not one of those can the consumer save any money. The letters are presented here:—

Vineland, N. J., Dec. 19, 1914.

Dear Madam:—In reply to your letter of the 16th, I can quote you

prices on nice prime squabs at the rate of \$6 per dozen, fancy, and \$5 per dozen No. 1. We have also a grade cheaper if you should want same.

These squabs are delivered at your door the same day they are killed. I pay postage. If they should not prove satisfactory you send same back by return parcel post at my expense. Trust to me for an order of nice squabs and I will do my best to please you. You will please let me know a little ahead of time as to what day you want them, as squabs sell pretty readily now.

Respectfully yours,
CHAS. E. BITTNER.

Every retailer knows that there is no money to be saved in paying \$1 a pair for squabs. Good squabs were selling right along for 80 cents in the Reading Terminal Market on the day this parcel post producer quoted \$1.

Hammononton, N. J., Dec. 21, 1914.

Dear Madam:—In reply to yours of the 16th inst., will say we always receive the top New York wholesale price for our eggs, plus 3 cents per dozen. If we ship in cartons our customers pay the price of carton and postage. If you return carton in good condition via parcel post, it will cost you 6 cents postage, and we will credit you what you paid on the next shipment. The three-dozen carton costs 8 cents. As to freshness of eggs, they are called for faster than we can get them. They are large, newly laid eggs and we have never had

any complaint from customers of years.

Awaiting your further orders,
Yours, etc.,
THOS. CREAMER.

Obviously there is no incentive for consumers to bother with Mr. Creamer. They would never know his price, to begin with, and his red tape about packing and shipping does not appeal to the consumer who can cross her street and get what she wants.

Oxford, Pa., Dec. 18, 1914.

Dear Madam:—Your letter received, and in reply, the price of butter is 44 cents at the present time for strictly fresh goods, delivered to your place by parcel post (prepaid) in 10-pound shipments. In regard to what redress you should have if the butter is not satisfactory, there is no question, as I am shipping the butter every day to some of the best people in the land without a complaint, and I trust a trial shipment will convince you.

I presume from your letter you would wish it in not less than 10-pound lots. However, if you should, I could supply you, but the price would be a trifle higher.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone, Race 746

Hoping to hear favorably from you, I am,

Very truly,
E. A. PUGH,
Oxford, Pa.

On the day this letter came in the market price for fine butter in 10-pound lots was 42 cents; for country roll butter, 39 cents.

Millsboro, Del., Dec. 21, 1914.

Dear Madam:—Yours received and will state that we will quote you good butter for 35 cents per pound, delivered in one-pound lots and according to quantity after one pound.

Anything above one pound will quote 33 cents delivered, and we will guarantee the butter to be full weight and fresh when leaving here, and we will send it C. O. D. By me saying we will send it C. O. D., we don't want you to think that we are afraid of you, but you are a stranger to us and us to you, so we will try to do as near a cash business as we possibly can.

JOHN I. SHORT & BRO.

One point obvious about all these letters is the desire of the writers to sell more than an ordinary retail quantity. The squab man wants to sell a dozen, the egg man three dozen, and the butter man ten pounds. This too will be a decided obstacle in the development of the parcel post business.

Government Disagrees With Food Commissioner as to Selling Undrawn Poultry.

In a recent issue it was announced that Mr. E. F. Ladd, Dairy and Food Commissioner of North Dakota, had ruled that the sale of undrawn poultry was illegal, because it contained decayed matter, meaning the entrails. Some criticism of this attitude was made in the last issue. The U. S. Government officials seem to totally disagree with Mr. Ladd, although the Federal food law contains the same provisions as the North Dakota law. The Department of Agriculture has issued the following advice to housewives:—

The poultry handling specialists of the United States Department of Agriculture are urging housewives to buy their chickens undrawn and with the heads and feet still on. When the feet of chickens are removed the housewife loses one of the easiest methods of determining whether the bird is young or old. Young chickens have smooth, clean feet and shanks. Old birds have scaly, rough legs and buttons or spurs. The head of a dead chicken gives very clear indications of staleness. The head of a chicken that is not fresh will show a greenish color below the bill, sunken eyes and a darkening or discoloration on the neck, all of which indicate decay.

Moreover, by actual Government tests, fully drawn poultry with head and feet removed, decompose the most rapidly, while undrawn poultry keeps much better than does either wholly or partly drawn. This is because once a chicken is opened for cleaning the delicate tissues in it are open to the bacteria of the air, which multiply very rapidly and soon destroy the flavor of the chick-

en, even if they do not bring about actual putrefaction.

CORRESPONDENCE.

To Get List of Grocery Specialty Manufacturers.

Allentown, Pa., Dec. 20, 1914.

To the Editor,

Dear Sir:—Can you furnish me with a list of manufacturers making grocery specialties, or advise me where I could secure same?

Thanking you in advance for an early reply, I am,

Yours truly,
WILLIAM E. RUTH.

This information may be obtained from "Thomas' Wholesale Grocery and Kindred Trades Register," published by Thomas Pub. Co., New York City.

The "Auto Owners Society"

Hagerstown, Md., Dec. 21, 1914.

To the Editor,

Dear Sir:—Please give me some information regarding the "Auto Owners' Society," 703 Lincoln Building, Philadelphia, Pa. It cost me \$7.50 to join. They agreed to send me a catalogue, but I have never been able to get it. The offer was to sell me automobile accessories, tires, etc., at cost through co-operation among the members. I wrote for a price on one article some time ago, but what they quoted me was the same price I can buy for anywhere.

Yours truly,
S. E. BASORE.

The "Modern Merchant and Grocery World" has also received an inquiry from Chambersburg, Pa., about the same concern. It gives the same description of the scheme and asks for information.

The "Auto Owners' Society" is not listed in any directory and has no telephone. The Lincoln Building, which address it gives, is the old Betz Building, which has harbored and still harbors a great many cheap schemes, including some collection agencies. The manager of the Lincoln Building never heard of the Auto Owners' Society, but the tenant in 703, which is a small single office, said the Auto Owners' Society is conducted by one James Edwards, who had desk room there. The name of neither Edwards nor his society appeared upon the door. The tenant could give no information regarding the scheme, except that he knew there had been some trouble getting out the catalogues.

Outside of the fact that the whole enterprise appears to be extremely insignificant, there is another thing against it, viz.; that with the auto accessory market in its present condition, no such society as the Auto Owners' Society could save anything for its members. There have been several other such societies, but so far as the writer knows, they have all gone to pieces. The intelligent consumer of auto accessories can buy to-day almost as cheaply as the dealer. A large number of tire concerns, for example, are selling on 5 per cent.—they give the customer all their discounts, except the one 5 per cent. for cash. The same is true of everything else.

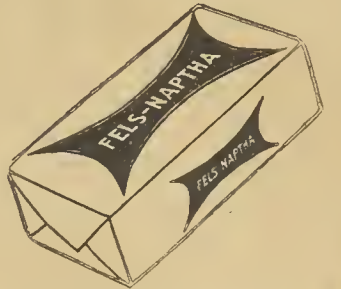
We advise not investing.

It Is a Keen

dealer who keeps steadily before him the necessity for dealing in live, dependable, and profit-paying staples.

Of these, one of the foremost is Fels-Naptha soap—popular with women, reliable and a quick, steady seller.

Fels & Co.
PHILADELPHIA



VOGT'S PHILADELPHIA SCRAPPLE

LIBERTY BRAND



Best Breakfast Luncheon or Dinner
made from the choicest and tenderest

Select Young Pork and Fancy Cornmeal
Packed while hot in Sanitary cans, 26 oz. net weight.

VOGT'S PHILADELPHIA CANNED SCRAPPLE

LIBERTY BRAND. Guaranteed to keep until used. Send order either to your wholesaler or to us mentioning his name. \$1.80 per Dozen—2 Dozen to case. FREIGHT PREPAID ON 5-CASE LOTS. We will be pleased to send you free a couple of sample cans for use in your own home to test it, on request. Phone, Preston 4913.

F.G. VOGT & SONS INC. PHILADELPHIA

It may be prepared in many ways. This is one way—

Cut in thin slices about one-half inch thick, dust with flour and fry with a little lard or butter.

WITH THE EDITOR

The "Modern Merchant and Grocery World" has published considerable matter from time to time regarding the practice of some retailers to demand a cash discount after the discount period has passed. We now relate an incident which in the writer's experience is the absolute limit.

The Limit.

A local wholesale grocery house got into an argument with a small customer. He made unreasonable demands, which the jobbing house would not grant, and in the end suit had to be brought before a magistrate. Judgment was obtained for the full amount, and in due course, several weeks after the bill became due, the retailer paid the magistrate's constable the full amount of the claim, and costs. As he did so, he firmly demanded the cash discount, contending with great vigor that "anybody who pays a bill has a right to a discount." Of course he did not get it. The only return his claim yielded him in fact is the indirect publicity which he is getting here.

The point of the incident is the complete lack of all sense of business fairness which some business men show—a lack which is really more a misfortune than a fault. Men afflicted that way actually cannot help doing as they do, for they see nothing amiss in it.

The "Modern Merchant and Grocery World" directs particular attention to

Local Merchants and Local Newspapers.

this week's article on the Buy-at-Home campaign which has just been concluded at Hagerstown, Md., a town of 16,500 people. It was conducted by one of the Hagerstown newspapers and consisted of offering cash prizes to school children who wrote the best essays on "Why We Should Buy at Home." The point was to focus public attention upon the question. Not only the attention of the children, but of the children's parents, who were naturally as much interested in the contest as anybody. Sit a man down to help his child, who is going to write one of these essays.

By the time he has racked his brains for reasons to give the child as to "why we should buy at home," he may have convinced himself that he ought to stop sending money out of his town. That happens sometimes. The writer knows some professional advertisers who repeatedly write advertisements that sell to themselves. One of them is extremely fond of telling of a series of advertisements he once wrote for tinned clam chowder which so worked upon him that he stopped and got a can on the way home that night.

The Hagerstown paper's campaign was waged for the good of the local merchants. Perhaps the merchants in that town support their local papers better than some others. We have known local papers to be bitterly criticised for publishing advertisements for Larkin & Co. and the other scheme concerns, and we have never known an exception to the rule that the loudest criticism always came from men who had never paid a dollar toward the support of their paper either

by advertising or subscribing. Any merchant who, believing his local paper worthy of support supports it by advertising in it, or even by only subscribing to it, has a perfect right to complain when that paper exploits something which is against the established commercial interests of the town. But he has no decent right to complain, no matter what the paper does, when he has done nothing for it. The merchant who looks on supporting a local newspaper as a charity is a fool. He is losing a golden opportunity to improve the condition of his town and to improve his own condition. If he doesn't see fit to take it, very well; that is his privilege, but it will serve him right if his local paper fills its columns full of mail-order advertisements and all kind of matter favoring outside business rather than local business.

The merchants of any town having a local paper which receives proper support from the local business men, would probably find it glad to operate a Buy-at-Home campaign.

"He Can Take a Turndown Easier Than Any Man I Ever Knew"

Thus did the employer of a salesman describe him to the writer a few days ago. "He is a good fellow, but he can take a turn down easier than any man I ever knew." In other words—at least this was the meaning intended to be conveyed—he gave up the order before it was really gone.

Right at this point is the whole psychology of selling goods, not only selling them at wholesale, through salesmen, but selling them at retail, through clerks. When shall a salesman take no for an answer? The man who knows will sell goods all around the man who does not know. The

latter constantly faces two dangers: 1, the danger of stopping before he is through and thus losing business he might have gotten; and 2, the danger of going on and on until he makes his man mad.

Correspondence schools and teachers of salesmanship attempt to teach men to recognize the psychological moment, as they call it, but they never succeed. Knowing how far to go and when to stop in the sale of goods is an inborn gift. All over the country there are men who have it; some are salesmen on the road, some are salesmen behind a retail counter, but every one of

them is making money, all other things being equal.

There is such a thing as being too good a salesman. The writer knows one of this sort, and there are many others. The man we have in mind can almost sell anything to anybody. He can go into a retail dealer whose absolute buying limit ought not to be more than five cases, and will get him to sign a contract for twenty-five cases without blinking. This salesman has been in trouble all his life. He loads people up. He cannot help it. He is given the goods to sell, he needs the money he can get by selling them, and he can sell them. Therefore he

goes ahead and does it. His wake is marked with cancellations, and financial pinches, and general trouble. Buyers cancel orders they have given him, and then give him more excessive orders the next time he comes around. This gift is not a gift; it is a burden. This particular owner of it has at times made a great deal of money, but there was so much to charge against it that his net earnings are probably no larger than those of many a more ordinary man. Nor has he been able to hold his positions. In the last ten years he has probably had five—a bad recommendation for any salesman.

Sues for Big Damages for Being Called Delinquent Debtor.

G. S. Hendricks, who lives at 2700 N. Thirteenth street, Kansas City, Kan., has brought suit in the District Court at Kansas City against each of the 100

retail grocers of Kansas City, Kan., who are members of the Grocers' Association for \$5,000 damages because of the fact that he was listed in the "delinquent book" of the association. It was necessary for the suit to be filed against each of the individual members. Each

member is liable for the obligations of the association, personally, and does not enjoy a limited liability, as he would if the association were incorporated. Secretary John A. Jenkins, of the local Grocers' Association, says in discussing the suit:—

Of course, there is nothing to the suit, as there are a number of Supreme Court decisions to the effect that we have a right to protect ourselves by keeping each other informed as to the credit standing of our customers.

The New York Letter

Board of Aldermen Kill City's Scheme to Open Free Markets for Direct Dealings Between Farmers and Consumers. Tooth Washes and Toilet Preparations, Largely Sold by General Storekeepers, Taxable Under War Tax Act.—Fake Egg Claim Case on Trial. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Dec. 24, 1914.

The Attorney-General of the State has resumed the taking of testimony into the methods of the New York Mercantile Exchange, which is accused of controlling and manipulating the butter and egg market. At the hearing on Tuesday evidence was presented that fifteen butter and egg firms in New York City virtually control the prices of the two commodities throughout the United States. Members of the Attorney-General's staff have prepared an analysis of figures relating to the trade in New York, and, according to Deputy Attorney-General Kennedy, will introduce the analysis into the evidence being

gathered at the formal inquiry in progress here.

Many of the fifteen firms alleged to have National control of butter and egg prices have an income as high as \$12,000,000 each, according to Mr. Kennedy, and control the Executive Committee of the New York Mercantile Exchange.

Some interesting information reached this city during the week from Washington to the effect that all pomades and tooth and mouth washes were taxable under the war revenue act. A large number of these products are sold by general stores throughout the country. The ruling of the Internal Revenue Commissioner on the subject is as follows:—

Under Schedule B of the Act of Congress approved October 23, 1914, hair oils, pomades, hair dressing, hair restoratives, hair dyes or any similar substances are taxable. This is held to include tonics, stains, bleaches, improvers, beautifiers, depilatories, brilliantine for hair and beard under whatever name sold or known, whether liquids or solids and regardless of shape. Under this head are included soaps which are advertised and sold as hair restorers, improvers or beautifiers.

The following list includes good examples of such taxable manufactures: Danderine, a grower; Seven Southerland Sisters' Corporation, hair beautifier; Herpicide, a dressing; Kutico, a tonic and dressing; Hair Vigor, Ayer's make; Hall's Hair Renewer; Corollas Hair Tonic, a grower; Hirsuttes, a grower (Baker's); Haye's Hair Dressing and Invigorator; Wyeth's Sage and Sulphur, a color or dye; Lyons Kathairon, a renewer and grower; Parisian Sage, a dressing; Walnutta, hair stain; C. Damchinsky's Hair Dye; Mrs. Potter's Walnut Hair Stain; Tricopheous (Barry's), a restorer; Eau de Quinine, a dressing oil and tonic; Palm Olive Shampoo, arrests falling hair; Westphal's Auxilator, a dressing; Coke Dandruff Cure and Hair Tonic, a dressing; Colgate's Quinol, a tonic and grower; Bandoline, a hair dressing; Arabian Egg Shampoo, a beautifier and grower; Canthrox, beautifier; Burnett's Cocoa, a dressing; Mansfield's Capillaris, a dressing; Parker's Hair Balsam, a dressing; Quinsoin, hair tonic and grower; Sanitol, a grower and beautifier; Colgate's Brilliantine, adds softness and gloss to hair and beard; Ford's Hair Pomade; Nelson's Hair Dressing; Lan-

oline; Ruby Dressing; Pomade Litholine.

Simple soap shampoos for which no claims are made as beautifiers, restorers, improvers, dressings, etc., are held to be exempt.

Changing of labels and literature will not be permitted to exempt justly taxable manufactures.

Ordinary shaving soaps, powders, pastes and creams are exempt unless cosmetic virtues are claimed for them.

Tooth washes are specifically taxed by the act in question, and mouth washes are held by the regulations to be included as taxable. This includes such antiseptic and anti-acid preparations as are commonly sold by the retailer under labels as mouth washes, dentrifices, prophysalics, etc. The following are regarded as good examples: Listerine, phophytol, glycothymoline, Wampole's formalid, Wampole's formalid, magnesia, borolytal, pyrodent, thycalol, odol, A. D. S. antiseptic, borine, zonghiva, camphenal, pasturine, euthymol, phenol sodique, etc.

Testimony in the alleged conspiracy to mulct the railroads by wholesale egg men on fraudulent claims for damage to eggs in transit has been taken during the week. Testimony showed an enormous amount of claims filed during the last few years by different egg receivers. In the year 1913 alone the New York Central paid out \$100,207 for claimed damage to eggs. Evidence was

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¶ If the manufacturers of nationally advertised products were to stop advertising, it is probable that the business of the average retail grocer would shrink from 25 to 50 per cent.

¶ If this is true—and there is no doubt about it—does it not follow that the manufacturers' advertising is a mighty force, to be taken advantage of by the retailer?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"



Karo Moves Quickly From Your Shelves

(REG. U.S. PAT. OFF.)

You'll find **KARO** listed on a majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. **KARO** is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find **KARO** the most profitable syrup you can handle. Display the well known **KARO** cans where your customer can see them—you'll find it pays.

Besides its many other uses, **KARO** (Crystal White) is widely used for home preserving. It will pay you to speak of this to your customers, because **KARO** pays you more profit than sugar.

Corn Products Refining Company
NEW YORK

WHAT TO TELL CUSTOMERS

"Cut down your sugar bills by using part **KARO** instead of all sugar in your general cooking—you will effect a material saving and at the same time improve the quality of your cooking. Write Corn Food Products Company for a cook book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



presented showing that from figures prepared by the United States Department of Agriculture 24.96 out of every 30 dozen eggs arrived at the market in bad condition, principally by being cracked or leaking.

For the present the city's scheme to establish free municipal markets at which farmers can come to sell truck to consumers is dead. On Tuesday afternoon the Board of Aldermen by an overwhelming vote decided not to establish the markets at this time.

The Committee which had been holding hearings as to the advisability of establishing these markets had heard considerable protest against them by retail grocers and had filed a majority and minority report. The majority report advised against the markets, while the minority report thought that they ought to be established.

Three market propositions were involved: One at Fort Lee Ferry, Manhattan; another in East Harlem; and the other under Queensboro Bridge.

The grocers have opposed them bitterly on the ground that they constituted unfair competition to the established retailer; that they did not save the consumer the money they were represented as saving; and that they were sure to be conducted in an unsanitary condition.

The markets will therefore be abandoned.

Announcement was made during the week by the American Sugar Refining Co. that its refinery at Chalmette, La., would be closed down. Reasons given were the bringing of suits against the company and also the fear of running afoul of the Clayton Anti-Trust Act. The result of this will be, it is believed, to bring a very large amount of new sugar business to this market. In previous years Louisiana producers of sugar have sent their sugar to the American Refinery in Chalmette. This they cannot do this year, and as they are without adequate facilities for storing they must send their sugar North to be refined by the refiners of this section. As yet the holders of Louisiana raws have not pressed them for sale, and the buyers who formerly depended upon Louisiana sugar, chiefly those in the Southwest,

have been compelled to look elsewhere for their supplies. They are already nibbling at the New York market, and there are prophecies that if the nibbles result in any considerable business prices will advance.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and unchanged, with a good steady undertone. Business will not resume until after the first of the year.—Coffee dull and inclined to be easier. There will probably be no recovery in coffee for some time, judging from present conditions.—Raw sugar firm; refined unchanged.—Dried fruits in limited demand. No change in any price.—Canned goods dull. Tomatoes still inclined to be easier.—Wheat in heavy foreign demand, but with considerable fluctuations and without any sharp advance.—Flour dull and steady to firm.

How One Merchants' Bad Debts Divided Themselves Among Different Classes.

A Western retailer, whose experience would probably represent a fair average, has analyzed his losses through bad debts and finds that they came from among the following classes, in the percentages named:—

| | Per Cent. |
|-----------------------------|-----------|
| Common laborers | 64 |
| Teamsters | 10 |
| Painters | 4 |
| Carpenters | 2 |
| Not known | 2 |
| Blacksmiths | 14 |
| Butchers | 14 |
| Clerks | 14 |
| Collectors | 14 |
| Electrical workers | 14 |
| Harnessmakers | 14 |
| Moulders | 14 |
| Pressers and cleaners | 14 |
| Real estate | 14 |
| Retired | 14 |
| Salesmen | 14 |
| Widows who work out..... | 14 |

Of the debtors who could not pay their bills, 50 per cent. were in that position because they could not earn enough, 33 per cent. because of dishonesty, 13 per cent. because of drink and dissipation, and 4 per cent. from family trouble.

A New Method of Packing Scrapple.

At last we have canned scrapple. F. G. Vogt & Sons, of Philadelphia, have perfected a process by which they pack their well-known Liberty Brand Philadelphia scrapple in cans. This is what the firm have to say about it: It is the only canned scrapple and is made from select pork and fancy cornmeal, deliciously flavored with pure spices. It is cooked, full flavored and packed hot in sanitary cans. Guaranteed to keep until used and is not affected by changes in temperature. Each can contains 26 ounces of solid food.

Canned scrapple is a unique proposition, and the firm will gladly send you a sample to use on your own table. They know if you will try it you will be pleased to stock and push it.—Adv't.

A POINTER

WRIGLEY'S spear—the sign of the perfect gum in the perfect package—has pointed a way of happiness to millions of people; not only those who have bought and enjoyed the best chewing gum made—but those who have sold it—the Retail Merchants.

The wonderful WRIGLEY distribution—so complete that any person in any corner of the United States has but to step into the nearest store to find **WRIGLEY'S SPEARMINT** or **WRIGLEY'S DOUBLEMINT**—is convincing proof of the necessity and value of dealer co-operation—without which, one of the heaviest advertising expenditures in the world would fail to secure maximum results.

Through the **Pennsylvania Plan** we hope to show the merchants of Pennsylvania not only that we believe in them, but that real co-operation between



manufacturer and merchant means better stores, increased sales and greater profits.

Don't forget that the more prominently you display it, the more benefits and profits *you* will get from this most widely advertised product in the world.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm. Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S gives you *double* value—every package has five big sticks of delicious gum AND a United Profit-Sharing Coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

January.

Scribner's Magazine.

Pear's Soap, one page.
Atwood Grapefruit, half page.
Crystal Domino Sugar, four inches.
Beech-Nut Tomato Catsup, half page.
Swift's Premium Products, one page.
Maillard's Chocolates, half page.
Ivory Soap, one page.
Shredded Wheat, one page.
Postum, quarter page.
Baker's Cocoa, quarter page.
Royal Baking Powder, quarter page.

Everybody's Magazine.

Crystal Domino Sugar, one page.
Bon Ami, one page.
Grape Nuts, one page.
Campbell's Soups, one page.
Lucky Strike Tobacco, one page.
Three-in-One Oil, quarter page.
Atwood Grapefruit, half page.
Packer's Tar Soap, one page.
Ivory Soap, one page.

Woman's Home Companion.

Ivory Soap, one page.
Grape Nuts, quarter page.
Bon Ami, quarter page.
Pettijohn's Breakfast Food, four inches.
Eagle Brand Condensed Milk, quarter page.
Airline Honey, eighth page.
Nonesuch Mince Meat, four inches.
Crisco, quarter page.
Campbell's Tomato Soup, half page.
National Biscuit Co., half page.
Corn Puffs, half page.
Quaker Oats, half page.
Dromedary Dates, quarter page.

St. Nicholas.

Swift's Premium Products, one page.
Baker's Cocoa, one page.
Campbell's Soups, one page.
Jell-O, one page.
Dromedary Dates, quarter page.
Three-in-One Oil, quarter page.
Beech-Nut Peanut Butter, half page.
Maillard's Chocolates, etc., quarter page.
Knox Gelatine, half page.
Ivory Soap, one page.
Libby's California Fruits, one page.

The Woman's Magazine.

Crisco, one page.
Dromedary Dates, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Parrott Polish, eighth page.
Nonesuch Mince Meat, four inches.

Pettijohn's, five inches.
Quaker Oats, half page.
Products of National Biscuit Co., half page.
Domino Sugar, half page.
Corn Puffs, half page.
Old Dutch Cleanser, one page.

Delineator.

Crisco.
Eagle Brand Condensed Milk, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Parrott Polish, eighth page.
Pettijohn's, four inches.
Dromedary Dates, quarter page.
Products of National Biscuit Co., half page.
Corn Puffs, half page.
Quaker Oats, half page.
Domino Sugar, half page.
Nonesuch Mince Meat, four inches.
Three-in-One Oil, one inch.
Old Dutch Cleanser, one page.

Designer.

Crisco.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Quaker Oats, quarter page.
Products of National Biscuit Co., half page.
Parrott Polish, eighth page.
Nonesuch Mince Meat, four inches.
Corn Puffs, half page.
Crystal Sugar Products, half page.
Pettijohn's, four inches.
Dromedary Dates, quarter page.
Old Dutch Cleanser, one page.

The Century Magazine.

Swift's Premium Products, one page.
Nabisco and Anola Wafers, one page.
Occident Flour, one page.
Ivory Soap, one page.
Libby's California Asparagus, one page.

Ladies' World.

Cream of Wheat, one page.
Bon Ami, quarter page.
Ivory Soap, one page.
Eagle Condensed Milk, quarter page.
Grape Nuts, quarter page.
Pear's Soap, quarter page.
Lowrey's Cocoa, quarter page.
Rumford Baking Powder, eighth page.
Dromedary Dates, quarter page.
National Biscuit Co. Products, half page.
Corn Puffs, half page.
Pompeian Olive Oil, eighth page.

Nonesuch Mince Meat, six inches.
"Wheat Coats," two inches.
Sauer's Extracts, two inches.
Pettijohn's, six inches.
Mapleine, four inches.
Old Dutch Cleanser, one page.
Postum, one page.

Pictorial Review.

Cream of Wheat, one page.
Welch Grape Juice, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Eagle Brand Condensed Milk, quarter page.
Dromedary Dates, quarter page.
Grape Nuts, quarter page.
Crisco, quarter page.
National Biscuit Co., half page.
Corn Puffs, half page.
Shredded Wheat, quarter page.
Quaker Oats, half page.
Crystal Domino Sugar, half page.
Old Dutch Cleanser, one page.

Ladies' Home Journal.

National Biscuit Co. Products, half page.
Ivory Soap, one page.
Dromedary Dates, quarter page.
Eagle Condensed Milk, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Corn Puffs, half page.
Crisco, one page.
Domino Sugar, half page.
Snow-Mellow Icing, five inches.

Airline Honey, eighth page.
Campbell's Soups, half page.
Hormell's Hams and Bacon, three inches.
Pompeian Olive Oil, eighth page.
Electro Silicon, eighth page.
Quaker Oats, half page.
Mapleine, four inches.
Pettijohn's, five inches.
Nonesuch Mince Meat, five inches.
Swansdown Cake Flour, three inches.
Kellogg's Corn Flakes, one page.
Old Dutch Cleanser, one page.

McClure's.

Pear's Soap, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Bon Ami, one page.
Grape Nuts, one page.
Nabisco and Anola Wafers.
Lucky Strike Tobacco, one page.
Beech-Nut Tomato Catsup, half page.
Listerated Pepsin Gum, one page.
Piper Heidsieck Tobacco, one page.
Cream of Wheat.
Shredded Wheat, one page.

Pearson's.

Pear's Soap, one page.

The Youth's Companion

Swift's Premium Products, one page.
Nonesuch Mince Meat, four inches.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Ready for 1915?—You can't face it with the same old faults and the same old hindering habits of '14. There's got to be a trouncing. You're got to lick the thing that's wrong in your life. Thousands of young men to-day wonder why they don't advance. The trouble is that their wonder ends there. They don't take an honest inventory of themselves.

To "get ready" for 1915 you must stand at the bar of efficiency, and the bar of efficiency is a scrutinous bar.

It may not detail in black and white just what it requires, but we will tell you.

It requires first and foremost *thoroughness*, and that means genuine service. Try to realize the importance of this wonderful word. To be thorough is to be a success. Indifference is failure. Thoroughness embraces every little and big act in your life. If you use a No. 2 bag when a No. 1 would answer, you are not thorough. If you give the customer a penny's worth more than is honestly coming to her—you are not thorough.

These are only simple illustrations that apply to bigger things.

This bar of efficiency requires *loyalty*. History tells us of a toast that was once drunk, and it was something like

this: "Here's to Virginia, right or wrong; but right or wrong, Virginia."

That spirit is out-dated. We as food merchants are loyal to the people. You as representatives must be equally loyal to your employer. You must have implicit faith in him and must stick by him through thick and thin unless you can prove that his methods are wrong.

It requires you to know things—know your goods, know what you are talking about. Not necessarily the technical knowledge that is demanded of the British Island clerk, but plain facts about the goods you pass out to people every day. The difference in 10 and 15-cent corn. The difference in 35 and 60-cent tea. The difference in 20 and 38-cent coffee.

Be ready for 1915 and *know* these things.

The whole thing is up to you. No one is coming along to coax you into this knowledge.

The boss won't whisper into your ear "Now be a good boy and be loyal to me."

He won't always call your attention to your acts of indifference.

Unless you wake up and be actually "ready" for the big call of efficiency of 1915 he may change his mind about you.

P. S.—Go over this article again.

Crisco, quarter page.
Baker's Cocoa, five inches.
Pear's Soap, one page.
Jell-O, quarter page.
Dromedary Dates, four inches.
Baker's Cocoa, four inches.
Pettijohn's Breakfast Food, five inches.
Three-in-One Oil, one inch.

McCall's Magazine.

Corn Puffs, two-thirds page.
Cream of Wheat, one page.
Campbell's Soups, third page.
Grape Nuts, third page.
Borden's Eagle Brand Condensed Milk, third page.
Nabisco and Anola Wafers, half page.
Dromedary Dates, four inches four times.
Crisco, half page.
Pettijohn's Breakfast Food, four inches.
Mapleline, four inches.
Postum, one page.

Leslie's Weekly.

Beeman's Chewing Gum, eight inches.
Nabisco, quarter page.
Blue Label Ketchup, eighth page.
Postum, one page.

Collier's Weekly.

Pince Albert, one page.
Three-in-One Oil, one inch.
Campbell's Soups, half page.
Dromedary Dates, one page.
Cream of Wheat, one page.

Saturday Evening Post.

Jones' Dairy Sausage, quarter page.
California Raisins, one page.
Prince Albert Tobacco, one page.
Whitman's Chocolates, etc., half page.
Swift's & Co.'s Products, half page.

Campbell's Soups, half page.
Wrigley's Spearmint Gum, two pages.
Lowney's Crest Chocolates, one page.
Crisco, one page.
Stereo Cubes, five inches.
Two-in-One Shoe Polishes, six inches.
Beech-Nut Oscar's Sauce, one page.
Dromedary Dates, five inches.
Gold Medal Flour, one page.

The Outlook.

Whitman's Chocolates, half page.
Bon Ami, one page.
Blue Label Ketchup, half page.
Maillard's Chocolates, quarter page.
Wrigley's Spearmint, one page.
Atwood Grapefruit, half page.
Three-in-One Oil, quarter page.
Tuxedo Tobacco, one page.
Nabisco and Anola Wafers, one page.
Postum, one page.

Harper's Monthly.

Shredded Wheat, one page.
Pear's Soap, one page.
Grape Nuts, one page.
Domino Sugar, quarter page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Postum, quarter page.

Good Housekeeping.

Baker's Cocoa, one page.
Lowney's Cocoa, one page.
Armour's Simon Pure Leaf Lard, one page.
Wesson Oil for Cooking, one page.
Crisco, one page.
Campbell's Soups, one page.
Ivory Soap, one page.

Cox's Gelatine, one page.
Beech-Nut Tomato Catsup, one page.
Airline Honey, one page.
Morton's Salt, one page.
Pioneer Minced Sea Clams, one page.
Scot Tissue Towels, one page.
Underwood Deviled Ham, one page.
Pompeian Olive Oil, one page.
Burnett's Extracts, half page.
Nonesuch Mince Meat, half page.
Kornlet, quarter page.
Ballard's Edible Bran, quarter page.
Swansdown Cake Flour, two inches.
Jap-a-Lac, one page.
Porcela Cleanser, one page.
Stereo Cubes, one page.
Three-in-One Oil, one page.

Minute Tapioca, one page.
Dromedary Dates, one page.
Crystal Domino Sugar, one page.
Worcester Salt, one page.
Swift's Premium Products, one page.
Parrott Polish, one page.
Bon Ami, one page.
Old Dutch Cleanser, one page.

The American Magazine.

Crystal Domino Sugar Cubes, four inches.
Lucky Strike Tobacco, two-thirds page.
Nabisco and Anola Wafers, half page.
Whitman's Chocolates, etc., quarter page.
Ivory Soap, one page.
Swift's Premium Products, one page.
Postum, one page.

GIVE YOUR TRANSIENT

cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

Indexed Coupon Books

Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there's a reason. All sizes—inexpensive—F. O. B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

J. P. FORBES, *Forbes Building,* Coshocton, Ohio



ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

The Grocery Markets

Tea.

Very little was doing in the tea market during the week, as the holiday interfered. Business has been a fair everyday demand for wants, at unchanged prices. The market is steady. It is really much firmer, as to the lower grades especially, than it would have been had last month's exports of these grades not amounted to about 1,000,000 pounds.

Coffee.

No change has occurred in coffee during the week. The demand is slow and doubtless will be until after the first of the year. Prices are unchanged, being fairly steady, but certainly not strong. This applies to all grades of Rio and Santos, to milds and to Java and Mocha.

Sugar.

The sugar market is unchanged from a week ago. Nominally granulated is still ruling at 4.95 cents, but sugar can be bought at 4.85 from most refiners, and the market is not especially strong. Raws are about where they have been. The American Sugar Refining Co. announced during the week that owing to a complication of circumstances they would close their Louisiana refinery. This will probably make some difference in market conditions in the Southwest, but nowhere else. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is fairly active at unchanged prices. Sugar syrup is dull and unchanged. Molasses is not in so good demand as it was, but prices are unchanged.

Fish.

The demand for mackerel during the week has been very light, as befits the holiday season. Prices are unchanged. Cod, hake and haddock have been wanted to some extent, at unchanged prices. Salmon is unchanged and dull. Domestic sardines steady to firm and unchanged in price. Foreign sardines in fair demand at steady prices.

Canned Goods.

No change in prices has occurred in any line of canned goods. Market continues quiet, with prices on practically everything in buyer's favor.

Beans and Peas.

Marrows unchanged from last week. Pea beans possibly a trifle stronger. California limas and green and Scotch peas unchanged and quiet.

Dried Fruits.

Not much doing in dried fruits. Prices are unchanged all along the line. Greater activity is expected after the first of the year.

Butter.

The consumptive demand for butter has been very good and the receipts

have fallen off to some extent. The market is firm at 1 cent per pound over a week ago. Nearby print butter is very scarce and also 1 cent per pound higher. There is not likely to be any further change in the immediate future.

Eggs.

The receipts of fresh eggs continue to be very light and the consumptive demand is very good. The market is in a healthy condition on the present basis of quotations and not likely to change until there is an increase in production, which is not likely to be for a week or two. Storage eggs are in ample supply, and the market steady at unchanged prices.

Cheese.

The stock of cheese in storage is about normal. The consumptive demand shows some increase over last week. The market is steady on the present basis of quotations and not likely to change until the holiday season. There is likely at that time to be an increased consumptive demand, with slightly advanced prices.

Provisions.

Everything in the smoked meat line is very slow, particularly the consumptive demand. Stocks are also reported to be light, and there is not likely to be any change in market conditions. Pure lard and compound are both unchanged, with a seasonable demand. Barreled pork, dried beef and canned meats are steady, with very light demand, at prices ranging about the same as last week.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Developments were negligible last week in the canned goods market in this section, and were it not for some additional buying of tomatoes to supply immediate wants, there would be little to say about it. In these days of refrigerator cars, fast schedules and excellent facilities for keeping the shipments rolling, by means of tracers, there is the minimum of danger of the goods freezing on the road, and buyers have little to fear in that direction. The official statistics of the output in 1914, published by the National Canners' Association, are now due, and more than ordinary interest in them is shown by the jobbers as well as the canners.

There is a strong impression in the trade, in this section, at least, that the output of No. 2 tins tomatoes is less than it was in 1913, and that the increasing popularity of that size has caused a demand which will make them the leaders when the business in the new year gets fairly started. Markets that bought sparingly in previous seasons were large buyers when the canning season opened last summer, and have continuously bought them since then. The same remarks apply in a slightly lesser degree to No. 3 tomatoes, which have always been nearly as staple as sugar or coffee with the jobbing trade. They come as near to being a liquid asset as any merchandise

handled in the larger markets of this country, and they are safe property to own at all times. On the principle of "safety first," canned tomatoes carry no fears for the buyer at to-day's prices.

The coldest weather within the last two years prevailed this week in this section, and it caused a strong market for raw oysters, which will naturally make a firmer market for cove oysters, should it continue long enough to freeze over the rivers in that part of Chesapeake Bay whence oysters are taken. At our quotations to-day they are a safe purchase.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Rice.

In retrospection the market shows continued steady improvement over the past three or four months. It is admitted that operators had a very unsatisfactory experience in their early operations, for September found them with large stocks purchased at high prices in which the trade refused to be interested at any figures, consequently there was little or no demand and the market has been in an unsettled state without any feature on which one could base a cause for anticipating any advance.

The situation has changed clearly for the better, however, and the trade are

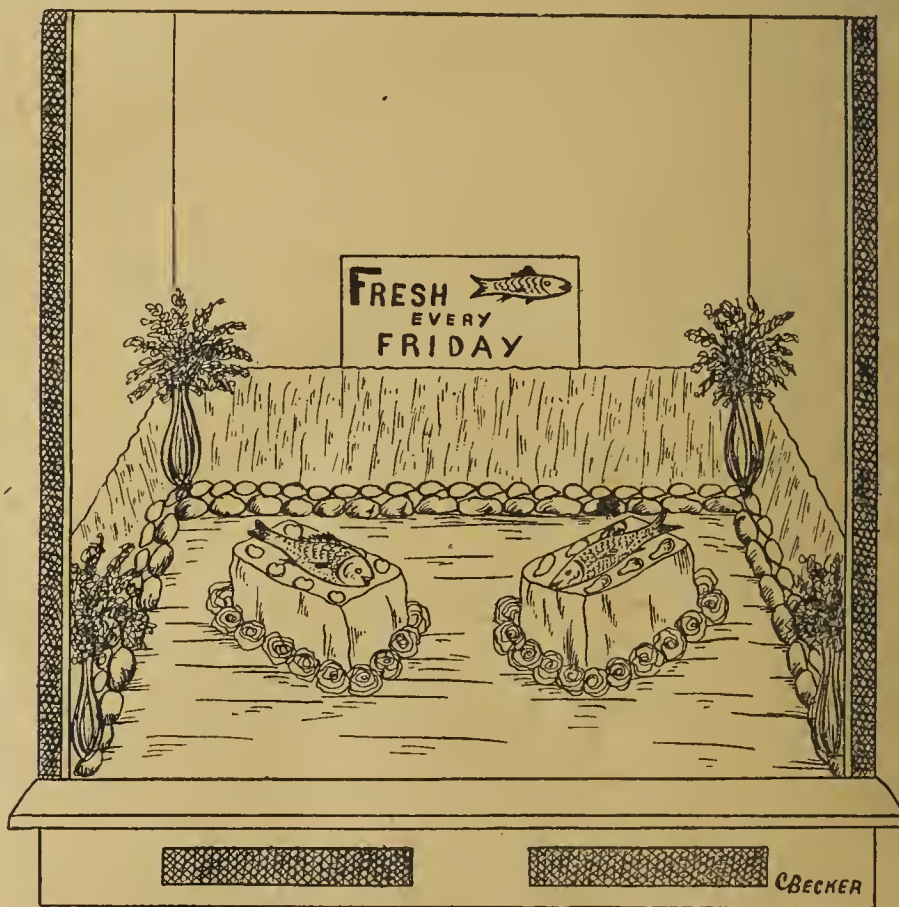
showing more disposition to cover their requirements, and with the increased call for export, has been given a stronger impetus, and prices are in a much stronger position and there appears to be an outlook for a considerable advance for all grades of Japan and Honduras before the present month passes out or during January at least. It is conceded that "Blue Rose" is relatively the cheapest proposition, and it is reported that considerable of this style has been taken up for speculation.

It is said also that Porto Rico has taken over a large line of medium and low grades. Japans are especially desirable this year on account of the high class quality. It is, therefore, quite evident that the tone of the market is steadily improving and the situation is safe and favorable for conservative operation on the part of the trade at large.

Advices from the South along the Atlantic coast report quite an improvement in the demand, no doubt due to the fact that merchants have been working their stocks down and were obliged to replenish, and the result is that prices have advanced principally on screenings and second heads, which at the moment are difficult to secure at reasonable figures.

At New Orleans there is reported continued activity on the part of local dealers, with steady demand from all sections of the country and heavy pur-

Weekly Window Display Suggestions



Fresh Fish Display.

As there is a greater demand for fish in cold weather, and as it needs only to be displayed extensively to sell well, a dealer might try this scheme: Run a width of green crepe paper across the rear and sides of the window and cover the bottom also. Next put a single row of white potatoes all around the rear and sides, and a row of lemons on top of them, with a stalk of celery in each corner. Then take two trays, large enough to hold a 25 to 30-pound cake of ice on each tray, near the center, on each side of the window. Stuff sponges wherever possible between the ice and edge of the pans to soak the water. Squeeze these out frequently. Lettuce heads all around the base will hide the rim of the pan. Just put one fish on each cake of ice, and if you handle oysters or clams, place a few around each fish.

chases against export orders have been made. The strong conditions in the primary markets are being felt, and the farmers are said to have the situation well in hand, and are asking and securing full prices for all offerings.

In the Interior, Southwest Louisiana, Texas and Arkansas, a note of extreme confidence prevails throughout all the producing sections. Supplies of choice grades seem to be narrowing.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Imported Fish Specialties.

Our agent in Ireland reports quite heavy shipments during last week of Irish mackerel; 448 barrels went to New York, 818 barrels went to Boston, 1,340 barrels went to Philadelphia, 430 barrels went to Baltimore, 312 barrels went to St. John, N. B., making a total for the week of 3,348 barrels, bringing the total of shipments of 1914 Irish autumn mackerel to date 11,792 barrels. The market is quiet and unchanged.

Norway mackerel has been in somewhat better demand, and prices are stiffening. No. 4s are getting quite scarce.

We have just had advice of a small shipment of Holland herrings coming by the next steamer. The market is practically bare, so that this shipment ought to realize good prices.

We may record a hand-to-mouth business on Scotch herrings at prices unchanged from our last week's report.

There is a steady and quite satisfactory hand-to-mouth business being done on all kinds of imported sardines, particularly so because stocks here are rather unimportant, and arrivals are small. The winter fishing of sardines in Norway seems to have started, but not to a very large extent as yet, as our reports from Norway indicate. Our reports from Norway are to the effect that the warring nations are heavy buyers of all Norwegian food products, which include sardines and other canned fish.

No particular changes in any of our lines are to be recorded this week. Business on the whole is quite satisfactory, and we look forward to some good big business right after the turn of the year.

STROHMEYER & ARPE Co.
New York.

Free Deals Dead in California After January 1.

The death knell of the free deal, so far as the grocery trade of California is concerned, has been sounded. The California Wholesale Grocers' Association, which declared against the free deal at its 1913 convention, confirmed its stand at the recent convention in Del Monte by the following resolution:—

Whereas, The sentiment of both the wholesale and retail trade is practically unanimous as being opposed to any form of free deal, and this sentiment is concurred in by many manufacturers; therefore be it

Resolved, That the Wholesale Grocers of California favor the discontinuance of free deals on or before December 31, 1914. And it is recommended that should the manufacturer desire to stimulate the sale of his product, a temporary uniform reduction in price be established to effect that end.

The fight has also been carried on among the retailers, and at the recent convention of the retail grocers, Secretary Bennett, of the State Wholesalers, discussed the issue without gloves. The retailers answered his appeal by going on record as supporting the jobbers in their stand.



What "STEEL-CUT" Means to You, Mr. Dealer

Steel cutting by the GOLDEN SUN special process, does not crush and powder coffee. It cuts the grains evenly, releases the indigestible portions of the bean, removes all chaff and fine dust which often makes coffee bitter or muddy, leaving each particle clean and rich in the essential oil which is the life of its flavor and aroma. Steel cutting is the *only* method of securing for the consumer the *Best* that is in coffee and

The Best for Your Customer Is the Best for You

There are Five Distinct GOLDEN SUN Blends—one for every taste—a line that will make your coffee department complete and doubly profitable, for you don't have to bother with grinding or waste time and money on labor, bags and twine.

We offer no premiums, we sell at fixed prices, we discourage price cutting to the consumer. GOLDEN SUN is

Made to Sell at a Good Round Profit

to the dealer, and we help him with attractive store advertising.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest home of coffee experts in the world



SAY TO CUSTOMERS

"Steel-cut GOLDEN SUN is not only more wholesome and delicious than ground coffee, but more economical because each particle is clean and rich in coffee goodness."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hardware—Tools—Specialties

Suggestions for Effective Display of Hardware Specialties.

Effective window displays on the part of the general store are capable of many interpretations. Ingenuity in arranging the placement of goods to the best advantage as an appeal to the passerby; the choice of color, if any, to heighten the effect, and other details, too numerous to mention short of a complete essay on this always absorbing theme in the selling plans of a merchant, all enter into the proposition. In a recent issue of the "Modern Merchant and Grocery World" an article in this department on "Novel Hardware Poster Display," attracted marked attention.

Commenting upon it, a prominent manufacturer of hardware specialties says: "The suggestion you offer to dealers is worth while, and no doubt manufacturers generally will be glad to have you direct the interest of the dealer to their advertising matter. If you will allow a suggestion, we think you should have gone one step further, recommending that after making this general display of dealer's advertising, and getting up more or less interest in it among the public, the dealer should, in turn, take each manufacturer's advertising and use that alone, in connection with his display of goods, for a limited period, say, from one to two weeks. After that let the window be completely changed in favor of the advertising of some other manufacturer and a rearrangement of merchandise. This would give the dealer a programme of continuous changes and would enable him to get more benefit out of the advertising, to say nothing of the increased benefit to the manufacturer."

Known Brands of Hardware Most Profitable to Push and Stock.

Experience has proven that the known-to-the-consumer brands of hardware are commanding the bulk of trade in general stores. A merchant who has watched his sales recently said: "We know that we can sell more of such brands on less effort, and make more real profit, than we can by fiddling with brands which no one knows, and which the retailer is asked to introduce. Of course, we give due heed to the question of profit. We want brands that pay a good, fair living profit; but we also want to handle only the lines that sell readily, and in hardware this means something. There is some satisfaction in pushing a brand that you can get somewhere with, for there is mighty little satisfaction in pushing a brand of goods that you have to introduce and on which the merchant has to do practically all of the local advertising himself. We have given much study and thought to retail problems, and we have found that aggressive advertising, and plenty of it, with pushing advertised brands, is one of the com-

bination which have helped us in solving some of the difficulties in the successful conduct of a general store.

"Of course, no dealer can begin to stock all of the good lines he sees advertised. He must pick and choose from among those that are best adapted to his trade locally. It is comparatively easy, however, to select brands of hardware, cutlery, tools, implements, machines, etc., that fit in one's trade naturally, and which are well known to customers who are readers of the magazines and other National mediums. There is no question that the store which pushes these advertised lines can sell more goods and make more actual profit on the same effort than is possible in aiming to stock and sell only unknown merchandise. The problem of advertising a general store is one of the most difficult which confronts the retailer. Some retailers seem to have solved it all right, but they are the exceptions. As a class the general store-keeper in the small towns is woefully weak in his own advertising. It should be given more attention. The fact of the matter is the merchant is so busy with a hundred and one details of the business that each week is likely to pass with the advertising neglected.

"Now, what is one great reason why we carry and push goods advertised Nationally and in the trade papers? We aim to get as much benefit as possible from the manufacturers' advertising because we are deficient in our own advertising. They are attending to this in a most capable way for us and all other dealers who have the good sense to size up the situation in the same way. The manufacturers have trained experts who study advertising problems and are capable of writing convincing, business pulling ads. and telling publicity, and this helps the merchant tremendously in spite of our own neglect or ignorance, if you please. We make every possible use of the advertising material sent out by the manufacturers of the known-to-the-public brands and connect up our store with them in every possible way. The result is satisfactory and profitable sales of such goods; the other kind lag far behind."

Training an Outside Hardware Salesman for a General Store.

Training a hardware salesman, such as fit in and make good in the average general merchant's store, is not altogether a labor of love. When the work is accomplished, however, a valuable man is secured. M. H. Bird, who states he is something of an authority on matters of this kind, says, in speaking of an outside salesman looking after the interests of the hardware end of the store, should be a good mixer, not the slick-tongued kind, but of the species that can form a friendship and keep it. If the proprietor of the store is a man with a strong personality, which many

of them are, he would be the proper man. If he would get a good manager or head clerk for his store and inaugurate a perfect system, he can then be in a position to spend more time among his trade on the outside.

In case the merchant puts a salesman in that field he should be sure to select one of pleasant disposition, one that knows his stock and the prices and is loyal to the best interests of his employer. This salesman should be instructed not to bore people in trying to effect sales, but to ascertain the needs of prospective customers and, by using tact, direct the attention of the prospect to the ability of his store to supply the goods in mind. An excellent plan to follow is to think of some useful household article either for the kitchen or of general utility, or an implement or tool for the farm; and by a proper and clear explanation of its usefulness the salesman or canvasser may cause the prospect to realize the need, and satisfy him that the benefits justify the investment.

The financial returns derived from the work of the outside salesman may not be altogether remunerative at first; but persistent efforts on his part will educate him and make him more resourceful, as well as educate the trade to the fact that he is capable of giving reliable information. It is found that an outside man who is capable of adjusting a sulky plow, a binder or some other implement; or to explain the advantages of a new tool or the superiority of a lawn mower, is thus able to get the confidence of the farmer or mechanic or housewife quickly. Souvenirs or trinkets of any kind are also good to distribute gratuitously, not forgetting something for the children, who are an important factor at times in cultivating a prospect. By using judgment the man on the outside can make himself valuable, and, by proper method, of course, become an efficient "scout" for the store's hardware department.

Boots Shoes Findings

Practical Suggestions for the Shoe Department.

Lace shoes for women are to the front again after being passe for a number of years. A cycle of some kind seems to have been completed and laces are here again. Buttons for a long time held sway, but everyday the signs grow more emphatic and more stores, even to the shoe annex of the general store, show the lace model boots. Lace shoes fit well, are comfortable and give a finished appearance altogether lacking in button shoes.

Shoe retailers are appreciating more and more that the road salesmen from the factories and wholesalers who call to show their lines and book orders are men who have been drilled in advertising. Therefore they are realizing that these salesmen are experts, men who can and will help the merchant immensely. To-day there is a closer cooperation between the manufacturer and the retailer, due in great measure to the efforts and work of the road men.

Dealers are finding out, if they have given any attention whatever to the question, that it pays to carry a stock of hosiery for men and women at least. The demand for varied colored hosiery or, rather, the craze for fancy stockings among women, especially, is a great help to the shoe department of a general store. Hosiery manufacturers are exerting themselves to present facts to prove the advisability of carrying stock, and those who have availed themselves of this information and stocked some

Dickinson's Package POP CORN

For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.



Snow Ball is the favorite brand of Rice Corn. One-pound package. Retail at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. *It pops!*



Santa Claus brand is a ten-ounce package. Retail at 5 cents. The same nice quality as packed under *Snow Ball*. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated recipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of *GLOBE* shelled rice pop corn in bags, and *GLOBE* ear rice corn in fibre boxes and in barrels.

popular brand, have had no reason to regret it.

A shoe department in a general store is also a specialty shop. While a customer may know shoes are sold, it is seldom they know findings may be had. It is up to the dealer to jog the public's memory on this point. A list of the articles coming under the head of findings should be made out and printed on cards and placed in the windows and hung around the shoe department. Many customers who go to drug and other stores for accessories used in connection with footwear and the pedal extremities, will be surprised to know these special article are kept in the findings list. The signs in many cases will suggest to the customer something that is wanted and sales will result.

A Shoe Costly at Any Price.

It is said the cheapest shoe has been found, at least this must be so from the following details: The bottom or sole is made of paper, cleverly covered with a thin sheet of leather. Cement holds the leather to the paper, and, after finishing, the edge is better set, at least in appearance, than a solid leather edge. With a nice bottom finish the shoe would easily pass for a \$3 shoe. Who buys such shoes? The poorest class of people in the large cities, and mayhap in places where the foreign element congregates, as in industrial centers where such people are largely employed as unskilled laborers. As a rule, these cheap shoes are thrown in the show window with a notice stating: "Any reasonable offer accepted." They also play a great part in the stock of so-called "sample shoe" stores. Such shoes are costly at any price.

Allowance for Fitting Room Means Sales.

Selling shoes at retail does not depend entirely upon conversation. There are other methods of inducing customers to agree with you. Comfortable benches or chairs, with clean, inviting rugs or carpets in front of them, form perhaps the strongest invitation to fit shoes that could be extended. Imagine a nice shoe stock, with counters or cases extended close to the shelving, with a solitary hard seat or "kitchen" chair in the rear of the shoe department for the customer who must try on her or his shoes. Does anyone wonder how it is possible to sell shoes and fit but one out of ten?

Merchants are not wanting who declare they cannot afford to devote much space for seating facilities. To this kind of a dealer it is suggested that they note the amount of space devoted by other merchants, says the "Merchants' Journal and Commerce," who pay fifty times the rent for the same size space. An example of what can be done is presented in a small town in mind having five general stores. Four of these stores have little or no seating spaces, and the average percentage fitted 10 per cent. of the shoes sold. The fifth store, not as large as any of the other four, has a separate room for shoes with six benches and a spacious square neatly carpeted. Fifty per cent.

of the shoes sold are fitted. It is needless to say that this store does a much larger business, even on a smaller stock.

Dry Goods Notions Knit Wear

Domestic Embroideries Coming to Front.

With general taste more favorable to a larger use for embroideries, domestic houses in the line are featuring more strongly than ever the samples for next season. A number of manufacturers are now showing goods that are far superior to anything heretofore exhibited. Twenty-seven inch flouncings, in small, dainty patterns on sheer cloths, like voiles, organdies, transparent batiste, etc., are prominent in the domestics. Good values in these flouncings are shown at 67½ and 75 cents a yard in the primary markets. More care in workmanship and the use of finer yarns are plainly evident in the best of these domestic embroideries. Goods being ordered for immediate shipment include 18 and 27-inch flouncings on the sheer cloths mentioned above; likewise narrow embroideries, such as edgings on voiles for collars, both in white and colors.

Comprehensive Range of Materials and Prices in the Primary and Jobbing Markets.

It seems probable that prices will be advanced on bleached goods. The demand has developed recently on the part of merchants, and producers and jobbers are making the most of the situation.

A revision of prices on staple ginghams and tickings is being awaited, especially by the jobbing end. When this is conceded, buying by retailers is expected to become more brisk.

Road men are sending in better reports. Merchant customers, they advise are showing more interest in sections where little buying for spring delivery has been done. Odd lots for the special January sales are being inquired for and booked.

The call for sheer printed goods for spring trade is relatively in excess of the demand for white goods, which has been strong for weeks past. A white season, in all lines of dress material, is a prediction of long standing, and the small town merchant is not overlooking this "one best bet."

Crepe weaves in silk are running into a good line of orders, and commitments from all classes of retailers cover deliveries clear up to next June and July. Marquesettes are also selling well, orders being particularly numerous during the past few weeks.

Holiday sales with the department stores in the large cities was at least 10 per cent. below that of a year ago. About the usual number of persons were in the stores, and practically about

Good Advertising Backs up Quality

THE sooner grocers realize that advertised goods are absolutely trustworthy, and sell them, the quicker the success of their business is assured.

Advertised goods *must* be dependable. Their very existence is based upon superior quality and uniformity maintained year in and year out. Advertised goods have *all* to lose if they prove other than as represented.

National Biscuit Company products have established and maintained a quality that is unapproached in the baking of crackers and cookies, wafers and snaps, cakes and jumbles.

These products, each variety the best of its kind, are largely advertised throughout the country. No other articles of food are so well known, so universally liked, so consistently purchased.

NATIONAL BISCUIT COMPANY

the same number of packages were purchased, but the goods were of a cheaper grade. The buying of so-called useful articles, as against fancy things, of which so much has been said in the newspapers, like many other questions written about of which they know little or nothing, the difference was not noticeable.

Merchants are still holding off from buying underwear and hosiery, according to the salesmen who were out in the trade and have come in until after the first of the year. The mills are not disposed to make concessions to the jobbers, who in turn are refusing to meet the demand of retailers for a cut in keeping with the current low price of cotton. The rumored export orders are upsetting the equanimity of the manufacturers, not a few of whom are counting on "cashing in good and proper" while the European war is under way. This speculative feeling is having a certain bearing on prices.

Last week sharp advances were made on mackinaws, ranging from 5 to 15 cents a yard, due to a shortage of raw material. Several producers are sold up for the next season.

White gabardines and etamines were in steady demand for quick and future delivery. Coverts continue to be the popular dress material and for prompt shipment. The orders booked for next season showed signs of expanding. Fancy worsted for spring are being called for, especially from merchants in the smaller towns and cities of the interior.

Announcements were sent the trade last week that on January 2d carpet and rug prices would be advanced. Carpets will be marked up 2 to 5 cents a yard, while on rugs the increase will be 25 cents to \$1 on a 9 x 12 basis.

Domestic manufacturers of ribbons are making exceptional preparations in their line of fancies for next season. Warp prints are being shown in attractive variations. There are also Bayadere and plaid effects and quite a few black and white combinations. It is expected a large sale of wide ribbons for sashes will be a marked feature of the coming season.

Advices say abnormally small purchases of linens were made by retailers recently. The demand for house-keeping goods and handkerchiefs is very

satisfactory. The "white sales," which are generally customary with merchants in January, have been amply provided for, notwithstanding the high prices.

Preferences for Dress Goods.

Among the preferences for dress goods the best values for spring are plain effects and piece-dyed staples. Merchants say that a gown made of serge or a gabardine, will give better service than a fancy fabric, and will rely upon the trimmings and cut for the best effects. Another popular cloth is the shepherd checks, which can be made in so many different models and is so adaptable to all kinds of fancy trimmings. Therefore there is no limit to the attractive styles that are possible in combination with a black and white check. The demand is just as strong for spring as it has been all this season. The life of the balmacaan for women's wear seems to have taken on a new lease, as the call for the best grades of this material is as pronounced as ever. Mackinaws are selling up to expectations, and the cooler weather will stimulate sales at the retail counter.

Holiday Trades Turned Out Satisfactorily.

Retailers are closing this year with a pretty good showing of business, and this in the face of the much-talked of depression prevailing both among jobbers and merchants. The Western trade have all along reported larger sales than the East, as reflected in the weekly reports coming from the leading wholesalers of Chicago. The John V. Farwell Co. say:—

"Extremely cold weather this week has greatly stimulated the sale of wool dress goods, comfortables, underwear, hosiery, fur gloves, lined mittens and other heavy goods for immediate shipment. Domestics and prints are active following the price revision of this past week. Prices on some brands of cot-

tons have already been advanced by agents. Analysis of cause of greatly increased demand of piece goods during 1914 shows the main factors to be the spread of dressmaking instruction in public schools and merchants' featuring of 'Sewing Week.' In Chicago alone over 25,000 children are now being taught sewing as a part of their instruction. In some schools in connection with dressmaking textiles are studied from the standpoint of physical characteristics, adulterations, weave, etc., in order that pupils may become intelligent consumers. Reports from Galesburg, Davenport, Evansville, Spokane and other cities state that 'Sewing Week' has proved to be a success."

Marshall Field & Co. in their resumé of the dry goods trade, say: "Zero temperature is stimulating retail demand for heavier fabrics and wearing apparel. Price reductions were made during the week on wide and narrow prints and percales. The low prices quoted on domestic cottons last week brought very satisfactory orders from retailers. These reductions were timely, as domestics are an important item in January sales. Evidence that we anticipated the bottom price on a well-known 36-inch bleached muslin is seen in the fact that, although the manufacturers also reduced their price, they have since advanced it. The attendance of buyers in the market has been large and mail orders have been fair."

Underwear Mill to Sell Direct.

After January 1st the two brands of knit underwear, sold under the names of "Howard Mills" and "Merode," by Lord & Taylor, New York, for many years, will be disposed of to the trade direct by the manufacturers. These well-known trade-marks were originated by Lord & Taylor, and they are now relinquished to the mills, which will continue to have a complete service and sample stock of these lines during 1915 at the former's wholesale department. Winship, Bait & Co., the manufacturers,

in a formal statement, say: "The large staff of Lord & Taylor's salesmen will represent us direct, so that there will be no interruption of the long established and thorough selling service."

Why Not a Small Stock of Drugs?

General merchants in small towns and even villages could profitably carry a small stock of staples in the drug line where there is no store of this kind in the place. Such things, for instance, as the popular patent medicines and other proprietary preparations, salts, oils and herbs. Any wholesale druggist can tell a dealer what he should have, what price to sell the different goods for to realize a suitable profit and what legal restrictions there are. These side lines or departments all help to add variety to the general stock and are added pullers of business.

Credit Conditions Curtailing Retailers' Buying.

Relative to the buying of underwear by merchants, reports from men on the road indicate the poorest trade seen for many years. Prices on goods now being shown are lower than for the same

time. Therefore while it should be a safe buy for any one, inasmuch as retailers show no disposition to shift from the usual fixed price of 25, 50 cents and \$1, consequently a wider margin of profit is therefore offered to dealers. Notwithstanding a favorable market and the indisposition to buy, the "Textile Manufacturers' Journal" very pertinently says: "A large factor in jobbers' reticence concerning future business is said to be the lack of support from the retailers. Retail trade has been more or less hit in various parts of the country by the general restriction of buying power. Their buying has been sluggish for some time, and this has made itself felt on the primary market. Jobbers' current trade with retailers is restricted, and in many quarters jobbers state that they are not altogether satisfied with the credit conditions among their customers, and that because of this stocks which might be moved from secondary circles are being held back. It is reported that jobbers in New England particularly are having trouble with the credit of retailers, and they are consequently refusing to commit themselves further until their collections improve."



Ever Noticed This?

YOU may have noted that what advertising we do for **Wheatena**—it is nothing like as much as some other cereals do—is in peculiarly high class magazines.

That is because the people who buy and continuously use **Wheatena** are peculiarly high class. If you sell **Wheatena** you have noticed that in your own business. It's a good kind of people to sell.

Wheatena is the hearts of selected wheat.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n



Breakfast Sweets

Nothing nicer these crisp, cold mornings than hot cakes or warm bread with a fine table syrup. Syrups is one of our specialties. We call attention to two great favorites

CHALLENGE TABLE SYRUP

This is a clear, bright color, smooth flavor, good body and has proved a great seller, always giving satisfaction.

ROYAL TABLE SYRUP

This is an old-time favorite, not quite as light as the Challenge brand, but a clear, golden color, good body and delicious flavor. Write for quotations.

WE CARRY A FULL LINE OF FANCY AND STAPLE GROCERIES

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



Overland
TRADE MARK REG.

\$850

WITH OPEN BODY

Equipped with electric starter
and electric lights

Prices f. o. b. Toledo

\$895

WITH CLOSED BODY

You Can Afford this Motor Delivery Car— It Will Pay for Itself

This **Overland Delivery Car** costs but little more than a first class delivery team, yet it does three times the work at half the expense. This car can work a revolution in your business.

Do you realize that with an **Overland Delivery Car** you can extend your business for many miles and get and hold trade that you couldn't think of taking care of now?

Don't forget too that the **Overland Delivery Car** doesn't eat its head off as horses do. When the car stops so does the operating cost.

Here are the strong points of the **Overland Delivery Car**: Strength, very low cost of operation, finest magneto ignition, thorough lubrication, electric starting and lighting, large tires, short turning radius, the famous, long-proved Overland chassis and motor. There is also ample loading space (capacity 800 pounds) and splendid appearance.

Price, with an express body \$850, or with a body like that in cut, \$895, f.o.b. Toledo.

There is an Overland dealer near you — look him up.

Catalogue on request. Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio

*Manufacturers of the famous Overland Pleasure Cars and Willys Utility Trucks.
Full information on request.*



A Tough Thing to Look At.

I own up there's one thing I ain't ever been able to look at without getting sort of down in the mouth, and that's seeing a business dry up and blow away.

Specially a business that's been good, with warm blood in it.

Always strikes me like looking at somebody you know, going to pieces with some disease.

Of course you can't always keep diseases off, and you can't always keep a business from going to pot. But there's a heap of times when you can do both if you only use some plain gumption.

There's a good business going to pot right before my eyes. I don't know how to stop it. It's a grocery business, and it's been one of the best in the place where it is, which is on the edge of old Philly. The old man who started it has lived on it for a good many years, and he could live on it for a lot more—if he only didn't have to get old.

D'ye know, you can tell when a business is going to die. When the fellow that owns it starts not to care much whether he has stuff on hand to suit his trade or not—that's the first sign. After that always comes a let down along the whole line. He ain't keen for business. What comes in he takes care of, the best he feels like doing, but it ain't like it used to be.

This old fellow has a couple of right fair boys in his store and he has his own boy in there. The clerks are like a lot of other clerks—they're all right when they've got somebody running 'em, and plain punk when they ain't.

The old man's own boy would rather shovel snow than keep a grocery store and he don't care who knows it and never has. Just now it's his cue to step in and tighten up the strings that the old man is letting get loose, but he ain't doing it—not even a little bit. He don't give a darn—not even if the busi-

ness curls up its toes and dies. When it does—and it's going to, believe me—he'll go out and get a fine job at ten thousand a year. If he can. And with about twenty years wasted, for he's forty years old.

Gee, ain't it punk luck things have to happen like that?

Just to show how blamed careless they've got out there, here's a thing that somebody told me happened last week.

One afternoon just as they were about to close up a regular customer ordered a pound of butter. She's a good buyer—always gets the best and pays regular every Monday morning. The kind of trade you read about.

They didn't have a *pound* of good butter in the place and they sent her *half* a pound of bad tub butter, because they thought they had to send her something!

No, I ain't lying either! That thing happened just like I tell you. Of course every nose in the house went up at the tub butter and the woman went over the next day and kicked up a big fuss. Who wouldn't?

What did the old man tell her when she went over? The old man blamed being all out of good butter on his son—he ought to have ordered some and forgot it. The son blamed sending the rotten butter on one of the other clerks. The clerk said the customer wanted butter in a hurry and he didn't know what else to do—there wasn't anybody else around.

That's a great big beautiful way to run a store, ain't it?

Here's another thing I heard. The old man has always kept turkeys for the holiday trade. It's a good thing to do—I know some fellows that clean up a good bit of money out of turkeys for Thanksgiving and Christmas, but they work it up and tend to it.

This year the old man told his customers he didn't know whether he was going to handle turkeys or not. "They're a good bit of trouble," he said. My lor', what ain't a good bit of trouble? "Of course if any of 'em wanted 'em, he would get 'em one." Oh, my, oh, my, ain't it scandalous to see a man play with business like that?

Naturally his turkey trade scattered and he lost it, and the son and the two clerks sat by and saw it go.

It's such a blamed hard thing nowadays working up a business, that when you've got it worked up, it seems like cutting the baby's throat to throw it away, don't it?

THE STROLLER.

Pennsylvania Organization Notes.

Quite a number of the members of the Pottsville Association were

severe losers in the recent fire which burned a large part of the business district.

The Organizer had the pleasure of meeting the Merchants' Association at Lebanon on December 14th. The annual reports were read and new officers elected for the ensuing year. F. R. Heisey is the new president, T. J. Burkey was re-elected secretary. The association is prosperous but plans are being made for a more effective organization. After January 1st a campaign of membership will be put on and steps taken to install an up-to-date credit system. The Lebanon Association has great opportunities.

Meadville has a trading stamp war on hand that is to be fought to a finish. All rules have been set aside and the merchants are united in their determination to fight fire with fire. To this end State Secretary A. M. Howes has been called in for expert advice and the experience of the Erie Association will be placed at the disposal of the Meadville Association.

The annual ball of the Pittsburgh Butchers' Association will be held at Central Turner Hall on January 20, 1915.

The State Executive Committee will meet at Philadelphia on January 13, 1915.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

INTRODUCTION.

The American public is becoming a more discriminating public every day. The widespread publicity brought about by the passage and rigid enforcement of the State and National pure food laws has contributed to create an insistent demand for clean, sanitary and wholesome foods.

We are aware that the retail trade of the country is fast abandoning the old slipshod methods of handling many kinds of goods, and the average grocery store is now

conducted in a scientific and up-to-date manner, to a degree little thought of twenty-five years ago.

One of the most important of the advanced steps thus taken is the proper care of perishable goods. It is well known that all food products are more or less perishable. The proper care of such articles often spells the difference between success or failure. It invariably affords the line of demarcation between the grocer with a large, well satisfied and increasing trade, and the one who, while still using the old meth-

ods, is able perhaps to temporarily stave off disaster by reason of past reputation and long established personal acquaintance.

We as wholesale grocers know that the vast majority of our customers are well aware of these conditions, and have gone far toward adjusting themselves to the new situation, and have already aligned themselves upon the side of progress.

Some, unfortunately, have not had the means of acquiring the technical knowledge necessary to obtain the best results in the conduct of a grocery store, and such should lose no opportunity - to fully inform themselves upon this subject as far as possible.

Nothing is more necessary or important to the average retailer than that he should thoroughly understand the proper care which should be taken of perishable goods. Not only is this important in order that the food products which he offers should go to the consumer in a fresh, wholesome and appetizing condition, but that the dealer may also avoid the immense losses which otherwise constantly occur through complete spoilage of goods.

The following suggestions are offered by which we endeavor to give you the correct methods of caring for the more important of these items, which methods, we believe, are reasonably within the means and facilities of the average retail grocer. If these simple rules are followed, they will save you much loss and annoyance, and they will enable you to place your goods in the hands of the consumer in the best condition possible.

You will note that we offer no suggestion as to the proper care of strictly fresh products such as meats, produce, butter, eggs, fruits, etc., as the average retailer fully understands the extreme perishable character of such goods and is well aware of what must be done to prevent immediate deterioration. Besides, we think it is better that this subject should be treated by those who are more interested in handling such products, and who are perhaps better qualified to give suggestions with reference to same.

It is the false assumption, on the part of some, that the so-called cured products will keep indefinitely, subject to all sorts of conditions, with little or no care or attention, that has been productive of the most difficulty.



**PURE
AND
NATURAL**

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCXCI.—Federal Trade Commissioners' Power to Invade Large and Small Business Houses in Search of Evidence.

Trade questions of law continue to arise under the recently enacted Clayton anti-trust act. For example, I have received the following during the week from a New York trade paper:—

We are prompted to ask if you have prepared anything relative to the effect of the enforcement of the Clayton Act?

It has been intimated to us that this measure, through the processes of the trade commission that is authorized, can invade any business office and call for correspondence and records—not simply the offices of large concerns, but all concerns.

If such is the case, an article along this line might be interesting.

Now that Congress has passed the Clayton anti-trust act, which is an amendment to the familiar Sherman anti-trust law; and the Federal Trade Commission act, which transfers to a Government commission the authority over business which was formerly exercised by the Bureau of Corporations, the situation in a nutshell is this: The Clayton law forbids various acts, which the law holds tend to restrict competition and create monopoly. Practically nothing is said in the act as to how the Government shall proceed to get evidence when it enforces the law, except the provision in Section 11 that authority to enforce the principal sections, where they refer to business, shall be vested in the Federal Trade Commission. It should be understood that the two are companion acts, and will operate together.

The Federal Trade Commission act has its core in Section 5, which simply provides that "unfair methods of competition in commerce are hereby declared unlawful." The balance of the act is devoted to creating a Federal Trade Commission, not only to enforce the above provision regarding unfair methods of competition, but also the provisions of the Clayton act which are to some extent along the same line.

How the Commission will work is set forth in the Federal Trade Commission act, and this brings me to answering the above inquiry, which in substance is, how will the Government go to work, when it has reason to believe that somebody is indulging in unfair methods of competition, or is violating the Clayton anti-trust act in some of the ways set forth? Has it the power to descend upon any business concern, large and small, and root into its books and its papers, if it believes there is evidence there for the case it expects to bring?

My judgment is that the Government is given by the Federal Trade Commission act this very power, and that business houses of all descriptions, large and small, may legally be called upon at any time to open up their archives and bid the United States Government look in.

Section 6 of the Federal Trade Commission act, touching this point, is as follows:—

Sec. 6. That the commission shall also have power:—

(a) To gather and compile information concerning and to investigate from time to time the organization, business, conduct, practices and management of any corporation engaged in commerce, excepting banks and common carriers subject to the act to regulate commerce, and its relation to other corporations and to individuals, associations and partnerships.

I italicize the last clause, because if the Government has power to investigate a corporation, *in its relations with other concerns*, naturally under this power it could go into the offices of these other concerns and see what evidence it could find, bearing of course, upon the original inquiry.

The act provides that the word "corporation" in the above provision shall mean "any company or association incorporated or unincorporated, which is organized to

carry on business for profit, and has shares of capital or capital stock, and any company or association, incorporated or unincorporated, without shares of capital or capital stock, except partnerships, which is organized to carry on business for its own profit or that of its members."

There are several other provisions in the Federal Commission act which give the new body powers of investigation, etc., but clause (a) of Section 6, which I have reproduced, is the main one and from that the Commission gets the most of its

power, aided by Section 9, as follows:—

Sec. 9. That for the purpose of this act the commission, or its duly authorized agent or agents, shall at all reasonable times have access to for the purpose of examination, and the right to copy any documentary evidence of any corporation being investigated or proceeded against, * * *

It is not made quite clear what the "documentary evidence of any corporation" is, but I cite the provision to show in a general way the scope of the Commission's powers.

I will try to show, by a concrete case, under what conditions the Government will probably exercise this power, which it clearly seems to have, to invade business concerns of all kinds.

Let us say that a large corporation, located in New York or in some other business center, is brave enough or foolish enough to run counter to this new combination of laws. It sells the jobbing or the retail trade—it makes no difference for the purpose of this illustration—and it has sent letters and literature to its customers in furtherance of the scheme, whatever it is, which the Government is alleging is in violation of law. These letters and

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

papers are supposed to be on file in the offices of the concern's various customers. In addition thereto, those customers' books, let us say, may show prices or payments, or discounts, which confirm the arrangements made in the letters. Still again, the letter books of those customers might show copies of letters written to competitors of the concern under investigation, under pressure from the latter, which would also be a part of the original scheme.

In my opinion, the Government would have the power, under this law, to go *anywhere* in search of evidence of this character, and it therefore behooves retail and wholesale concerns who handle products of concerns liable to run afoul of the anti-trust acts, to live accordingly. Section 10 imposes a fine of \$1,000 to \$5,000, or imprisonment of not more than one year, or both, upon any person who neglects or refuses to produce documentary evidence in obedience to the lawful requirements of the Commission.

(Copyright, December, 1914, by
Elton J. Buckley.)

Question: A. L. Erwin, Baden, Pa.—What is the proper procedure when:—

No. 1.—A customer comes into the store and buys merchandise to the amount of \$10; gives check on National Bank for \$10. Check is returned with notation "not sufficient funds."

No. 2.—A customer buys groceries to the amount of 80 cents and has same charged on open account. Later comes in and presents check for \$5. I take out the amount of bill, 80 cents, and give change amounting to \$4.20. Check is returned with notation "no funds."

Answer.—No. 1.—There is a little doubt here as to whether the customer is guilty of criminal false pretense. If he had any funds in the bank the court might hold that he may have had a reasonable expectation of making the amount there sufficient to cover the check.

My judgment, however, is that he obtained merchandise under false pretenses and that he is criminally liable. I should not hesitate to notify him that if he does not make the account good at once I should arrest him upon that charge.

No. 2.—In this case the customer is undoubtedly guilty of obtaining money under false pretenses. This case differs from the first in that the second check was returned "no funds" and the first was returned

**Your Customers Know
Franklin Carton Sugar
As Soon As They See It**

EXTRA FINE
2 LBS. NET WEIGHT
**FRANKLIN
GRANULATED
SUGAR**
Standard of Purity
REFINED FOR
THE FRANKLIN
SUGAR REFINING CO.
PHILADELPHIA.

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

"not sufficient funds." There is a very great difference in the law in giving a check upon a bank in which you have no deposit and giving a check upon a bank in which you have an account but not a sufficiently large one to cover the check.

In the first case the person who does such a thing could hardly have been under any impression that he had enough money there or would have enough there to cover the check, and his fraudulent intent is therefore made clear.

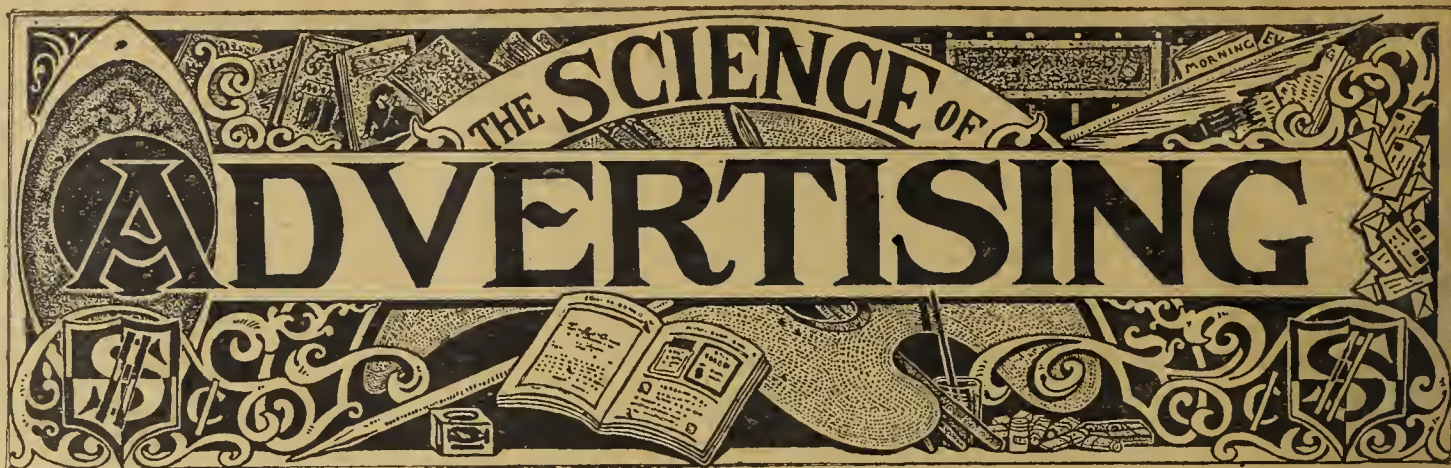
Question: George L. Dobie, Secretary Bradford Business Men's Association, Bradford, Pa.—Where goods are sent to the home of a prospective customer "on approval," i. e., for inspection with a view to buying, said goods being sent at the prospective customer's request, is there any process of law whereby the dealer can recover the merchandise or the pay for same when the party to whom the goods were sent elects to keep all or part of them and refuses to pay?

This question was raised at a meeting of our shoe dealers last evening and we would very much appreciate an opinion on it.

Answer.—When goods are sent to a customer's house on approval they should invariably be sent upon the condition, which should be clearly understood beforehand, that if accepted, they must be paid for at once. If goods so sent are held without being paid for, the holder has put himself in a position where he can be arrested for detaining the property of another without that other's consent. Title does not pass in such a case, unless the seller waives the spot cash requirement and allows the buyer to keep the goods without immediate payment.

If the seller wishes to he can demand the goods and upon failure to deliver them, he can issue a warrant for the person detaining them. If he does not wish to go that far, he can replevin the goods and get them back.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."



J. Monroe Mosher, Endicott, N. Y., sends me a couple of small circulars which he used some time ago. They are 6 x 10 inches and fairly well printed on cream paper of satisfactory quality. Here is the reduced reproduction:—

other stores which I assume use solicitors and give stamps.

This circular might have been set a little more impressively, nevertheless, it is clean, and easily read, and that is

tisement which they used a few weeks ago, during the days when sugar was bringing war prices, and when 7 cents a pound was a bargain. The advertisement measured six inches across three columns, and is here reproduced in miniature.

I have no doubt that this advertisement stood out in the paper in which it appeared, but there is rather too much display type in it to suit my taste. Rather too much to make the advertisement impressive, in my judgment.

Why Should You Worry?

Yesterday is dead, forget it. To-morrow does not exist. Don't worry. To-day is here, use it.

TO-DAY is the time to buy your groceries of us. Our motto of 'Quick delivery, no order taking, goods at less price,' is a winner. We recognize the fact that all Housekeepers are too busy early in the day to be bothered by a man taking orders, to say nothing of the extra expense to the merchant, which he must charge on the goods, and that she would rather come to the store and select her own goods than have a clerk do so and send her something she does not want. We know that our system is greatly appreciated by the people, from the steady growth of our business.

That is the reason we can give you our low prices which no "Take order, trading stamp, premium, grocer" can duplicate.

| | | Your Choice, 3 cans or packages for 25c | | Regular price 30c. | |
|-------------------------------|----------|---|-----------|---------------------------------------|--|
| | | Regular Price | Our Price | | |
| Wheatens..... | 15¢ | 15¢ | 14¢ | Corn, Peas, Succotash, Sauerkraut, | |
| Bell milk..... | 12¢ | 12¢ | 10¢ | Hominy, String Beans, Lima Beans, | |
| Postum..... | 25¢ | 25¢ | 23¢ | Pumpkin, Campbells Soups, Campbell | |
| Instant Postum..... | 80 & 50¢ | 28 & 45¢ | | Pork and Beans, Salmon, Bird seed, | |
| Snow Boy (large)..... | 25¢ | 19¢ | | Red Seal Lye, Chloride of lime, skat, | |
| Laundry Soap, bar..... | 5¢ | 4¢ | | Shoe polish, Bon Ami, Scourer, | |
| Yeast Food..... | 5¢ | 4¢ | | Sapallo, Mustard Sardines, Kipperd | |
| Raw Peanuts, lb..... | 12¢ | 10¢ | | Herring, Raisins, Extracts, Spices, | |
| Tea dust, lb..... | 15¢ | 14¢ | | Cocoa, Macaroni, Jello, Gelatine, | |
| | | 2lb 25¢ | | Tryphosa, Jellycon, bottle Vinegar, | |
| Puff Wheat, package..... | 15¢ | 14¢ | | Mince Meat, Pie Fruits, Olives, | |
| Campbells Soups..... | 10¢ | 9¢ | | Mustard, Catsup, Jelly, Horseradish, | |
| 5 boxes Matches..... | 25¢ | 20¢ | | Karo Syrup, Baking Molasses, Old | |
| Seeded Raisins..... | 12¢ | 10¢ | | Dutch Cleanser, 1900 Cleanser, N.B.C. | |
| Spices, quarter pound..... | 10¢ | 9¢ | | Soda Crackers, Graham Crackers, | |
| Best Tea, lb..... | 60¢ | 40¢ | | No-More-Dust, Lantern Globes, | |
| Best Oyster Crackers, lb..... | 10¢ | 8¢ | | Kellogg Corn Flakes, Post Toasties, | |
| Good Rio Coffee..... | 30¢ | 25¢ | | Mothers Oats, 10c Toilet Paper, | |
| " Santos "..... | 85¢ | 80¢ | | Vermicelli, Spaghetti, N.B.C. Ginger | |
| " Bleeded "..... | 40¢ | 35¢ | | Snaps. | |

DON'T FORGET

That all orders are delivered promptly, but we do no soliciting from house to house, preferring to give our customers the benefit in prices, what it would cost us to hire help to take orders.

"THE CHAP WHO HOLDS PRICES DOWN"

J. MONROE MOSHER Endicott, N. Y.
61 MONROE STREET

There is a strong argument in the introduction to this circular, but it is a big question how much weight it has with consumers. Consumers are both lazy and greedy. In spite of what Mr. Mosher says about consumers being too busy in the morning to be bothered with solicitors, the fact is that many women are never too busy to drop their work and talk with somebody. Especially if it saves them the trouble of going to a grocery store. Likewise a great many consumers do not find their hunger for trading stamps satisfied by arguments against them. Their minds are convinced, but they still hold their hands out for the stamps just the same. Sometime when Mr. Mosher has a little time, I wish he would write and tell us how his plan works out in competition with

half the battle. The offer in the right-hand column, "Your Choice," is not as strong as it might have been because so many of the offerings in there are too general. When you offer something definite, like Campbell's soup, Kellogg's corn flakes and Karo syrup, three cans for a quarter, you have got something that makes an impression, but when you simply offer corn, peas, olives, etc., three cans for a quarter, you are not definite enough. There is no fixed price for "corn" or "peas" or "olives," and therefore an offer of three cans for a quarter doesn't mean anything. The offer should describe the brands in every case and tell the regular price.

I have from A. Salus & Son, Atlantic City, N. J., a clipped newspaper adver-

Granulated Sugar 7c lb.

SATURDAY ONLY

NOT OVER 10 LBS. TO ONE CUSTOMER

COFFEE

SAME PRICE AS BEFORE THE WAR BEGAN
HIGH QUALITY THAT HAS MADE SO MANY FRIENDS

Crown Blend 25c lb. Sterling Blend..... 30c lb.
The Best Quarter Coffee Matchless for the Money
Chelsea Blend 35c lb. Extra Java & Mocha 40c lb.

We Sold Nearly 2 TONS of COFFEE Last Month
"THERE'S A REASON"

House Cleaning Special

12c Solid Back Scrub
Brush.....
15c Quart Bottle Best
Ammonia.....
6c 2 cakes Happy
Moments Soap.....

NEW CROP PEAS

Sifted Early June,
Special, 8c can

SAVE LABOR AND GAS

BY USING
Zatec Chocolate Icing,
Whitman's Marshmallow Whip,
Regular 15c; Special 13c

3 CANS OLD DUTCH CLEANSER for 25c

3 10c Cans Evaporated Milk
any brand 25c

Both Phones
41

SALUS' MARKET

Mt. Vernon &
Atlantic Aves.

NEEDLE BOOK FREE

To each purchaser of Chalmers
Gelatine 10c pkg.
As long as they last.

Crown Brand Cocoa
1/2 lb. (Bulk) 10c
Surprisingly good and absolutely
pure.

Broken Macaroni... 5c lb.
Regular 10c grade, but broken.

Florida Orange Bloom
Honey

Pronounced by connoisseurs to be
the finest product.

Full Pint Mason Jar... 30c

RICE

Broken Rice 5c

Japan Style Rice..... 5c

Head Rice, special... 7c lb.

Pea Beans 6c lb.
Green Split Peas SPECIAL

Too much boldface is just about as bad as none, for in both cases there is no contrast, which is the chief value of boldface. The use of boldface only where something is to be emphasized also gives more space for the arrangement of the type, and makes a better looking advertisement.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Hotels Forced to Report Transient Merchants.

City Commissioner Bigelow, of Portland, Ore., has prepared an ordinance which will require all hotel proprietors to report to the city license bureau transient merchants arriving at hotels with the purpose of selling goods direct to the consumer. The ordinance is fashioned after a similar measure existing in San Francisco and will enable the license officials to reach the itinerant dealers upon their arrival in the city.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost \$17; will sell for \$9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost \$4; will sell for \$2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'NEILL, 1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for \$2 a gross, 2 cases to a gross.

J. B. LOSEY,
Somerville, N. J.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us \$1,200; will sell for \$650 cash, f. o. b. Waynesboro. Everything as good as new.

STANDARD GROCERY CO.,
215 W. Main St., Waynesboro, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was \$3.25 a case, 4 doz., less 4 per cent., \$3.12. Cracked Wheat, \$2.45, two dozen. Make offer.

GODFREY QUEBEL,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for \$10. Also 4 two-branch combination gas and electric chandeliers; cost \$7.50 each; will sell for \$12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost \$12; will sell for \$7.50.

A. J. PATTERSON,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will

sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y.

W. L. BENEDICT,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for \$50; cost \$100. Good condition.

BENJ. GEBHARD,
111 W. Duval St., Germantown, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for \$35.

Also a brand new cheese cutter, never been used, for \$2.25.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me

\$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost \$85; used one year.

S. B. KLOPP,
Shillington, Pa.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing \$145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

MULLISON GROCERY CO.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.

P. L. GLASE, SON & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for \$7.50, as I have no use for it.

L. F. HARPER,
Richlandtown, Pa.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for \$2.75 per box, f. o. b. Atlantic City, N. J.

L. A. BACON,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for \$7 cash, f. o. b. Donaldson.

L. T. JONES,
Donaldson, Pa.

Offer No. 47.

Having no use for a Templeton Cheese Cutter, which we paid \$20 for, will sacrifice for \$5, f. o. b. Meadville, Pa.

JACOBS BROS.,
Meadville, Pa.

Offer No. 48.

Eighteen quart tins of Rae's Olive Oil. Will sell at 50 cents per quart; in good condition.

Also, 25 gallons of Porto Rico Molasses.

S. E. HUBBS,
836 N. Sixth St., Camden, N. J.

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).

JOHN S. LEE,
Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 51.

I have for sale 200 pounds Netted Rock King cantaloupe seed. Would sell all to one customer or in small quantities. This year's growth.

J. C. SULLIVAN & Co.,
Box 183, Bridgeville, Del.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Tax on Itinerant Vendors Void Because Excessive.

The itinerant vendor ordinance of St. Louis is null and void, according to an opinion rendered last week by Judge Hitchcock of the Circuit Court. The decision was made in connection with a suit brought by Robert C. Vose, a Boston art dealer, to enjoin the city of St. Louis and the license collector from enforcing the ordinance against Vose. The court held that the ordinance was "extravagant and prohibitive" and therefore unconstitutional. This law was passed last March and had the unqualified support of retailers in all lines. It imposes a license fee of \$100 a day on out-of-town merchants who come here and set up salesrooms in hotels or vacant buildings, being modeled after similar laws in operation in other towns and cities of the country. In a recent article in the legal department of this paper on "The Local Merchants' Protection Against Outside Transient Competitors," it was stated that an indispensable requirement of such an ordinance was that the tax imposed by it should be reasonable.



Holly Days

are confection days

MAPLEINE

is indispensable for
flavoring and coloring
bonbons, icings, candies,
ice cream.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS bring results; never thrown away. Sample free; \$1.08 gross up. Grabill & Co., Lancaster, Pa. 1

WANTED

WANTED.—Second-hand 1914 Overland touring car. Address N. O. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

WANTED.—Cheap, accurate machine to measure cloth in bolt. Suitable for invoicing rolled cloth. Address F. A. Crabtree, Ceres, Va., Route No. 2. 1

WANTED.—To buy a used adding machine. Price must be reasonable. Address Geo. Minschwaner, Trenton, N. J. 26

WANTED.—A standard late model typewriter. Address W. M. Focht, 157 High St., Pottstown, Pa. 26

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazelnut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of \$2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES

FOR SALE OR RENT.—General corner store, established 50 years; adjacent dwelling, porches, old shade, five acres, fruits; in heart of mountain resort. Address A. H. DeWitt, 524 Main St., Stroudsburg, Pa. 26

FOR SALE.—Corner grocery and meat market, established in 1870. Stock at invoice and real estate on terms. This is a cash business and in good shape. I want to retire and go South. Address John Sebastian, 412 W. Eighteenth St., Erie, Pa. 1

FOR SALE.—Grocery store. Will sell or rent real estate in Northeast Philadelphia, two-story brick, five rooms and bath, brick stable and garage. Stable holds three horses, garage three cars. Lot 18 x 146.7 feet. Or will sell stock and fixtures and rent store. Rent store and living rooms for \$30. Address H. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established for years. Will do well with fresh meats. Will sell at a low price, \$850, if sold at once. Address 5143 Westminster Ave., West Philadelphia. 3

FOR SALE.—Stock and fixtures of an old-established corner grocery and provision store. Would do well with fresh meats. Will sell to a quick buyer for \$2,100. Property can be purchased at low figure. Neighborhood of Sixtieth and Market streets. Address Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—In the best section of Germantown, old-established meat, grocery and vegetable store. A fortune in a few years for an ambitious young man. Doing at present \$550 to \$600 weekly. Owner retiring from business. Address E. S. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FOR SALE.—Wishing to retire from business, will sell stock and fixtures of an old-established butcher store at a very low figure, if sold at once. If desired, the property can be bought at a very reasonable price. Address S. E. corner Twenty-third and First Sts., Philadelphia. 2

FOR SALE.—Grocery store, with complete up-to-date fixtures, modern house of nine rooms, with gas, electric light, hot water heat, ground 90 x 238 feet, stable for two horses, on Spencer street, west of Old York Road, Branchtown, Philadelphia. Price \$10,000, of which \$4,000 can remain on mortgage. Sale desired to settle owner's estate. Call at premises, or write to A. W. Homiller, 1205 Sixty-fifth Ave., Oak Lane, Philadelphia. 2

FOR SALE OR EXCHANGE FOR established grocery and dwelling, modern 12-room house, two blocks from ocean, on corner lot, 90 x 180 feet; two baths, three toilets, hardwood floors, gas and electricity. Also bungalow, with bath, hot and cold water and gas. Address C. B. Deaver, 397 Sairs Ave., Long Branch, N. J. 26

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for \$475. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—Stock and fixtures, \$1,800; rent, \$35; established 30 years; best town in Eastern Pennsylvania; population of 60,000; cash or part cash and good security; owner going West. Address B. M. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 2

FOR SALE.—American slicing machine for sale at a bargain. Have gone out of business or would not sell. Good condition. Address C. E. Smith, 119 Summit St., Newark, N. J. 26

FOR SALE.—One balancing scale in good condition. Will sell for \$8. Will pay freight charges. Address Fred. J. Klick, 2226 Holland St., Erie, Pa. 26

FOR SALE OR EXCHANGE.—One 14-syrup Lippincott fountain, one carbonator (water power), with water motor, two fans, two marble slabs and sink complete; outfit cost new over \$2,000; will sell outright or exchange. Also one 10-syrup fountain, with rocker and everything complete. Make offer. Address Atco Stores Co., Atco, Ga. 26

MISCELLANEOUS.

FOR SALE.—Lot, 50 feet front, 150 feet deep, 65 feet on back; 2½-story

frame; 5 rooms, besides storeroom. Price \$7,000 for property; stock and fixtures between \$600 and \$800; one-half can remain on mortgage. Town of 50,000, ninth largest manufacturing city in the United States, according to population. Address B. Bruggaman, 752 S. George St., York, Pa. 3

JOIN THE INTERNATIONAL PEACE SOCIETY.—No money required. Weekly gatherings. 2150 Railway Exchange, St. Louis, Mo. J. H. Chandler. 26

FOR SALE.—A good team, bay mare, nine years old, sound and fearless; in good condition; will work anywhere; also good driver. Delivery wagon, hand made, good size, with glass front; only used a short time. Also new harness. Will sell at low price to quick buyer. Reason for selling, using automobile. A. E. Flagler, Quakertown, Pa. 3

FOR SALE.—Fancy hand-picked Fallawaler apples; will keep till spring. Should like to get in communication with some retail trade. Can ship any quantity, from a barrel up and the same day order is received. Address A. S. Anthony, Mauch Chunk, Pa. 26

FOR SALE.—Six mahogany tables, as used in restaurant; also electric fixtures, cheap. Address A. F. Bickley & Son, 520 N. Second St., Philadelphia. 26

AUTOMOBILES

FOR SALE.—One five-passenger Rambler touring car. This car has been well taken care of and is in good condition, with top, windshield, tool box, extra tires, tubes, etc. Would make excellent delivery car, as it has a large, roomy body. Will sell cheap, as we are

about buying a new car. Address J. W. Kraft, 620 E. Chester Ave., Lancaster, Pa. 26

HELP WANTED

SUPERINTENDENT WANTED.—Food packing company would like man thoroughly competent to do buying and superintend factory on general line of food products. State age and experience. Address R. M., care Grocery World Publication Co., 927 Arch St., Philadelphia. 26

WANTED.—Want to find some merchants in large towns and cities to handle first-class eggs. I am getting about two or three crates per week. Address J. E. Elliott, Bridgeville, Del. 3

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

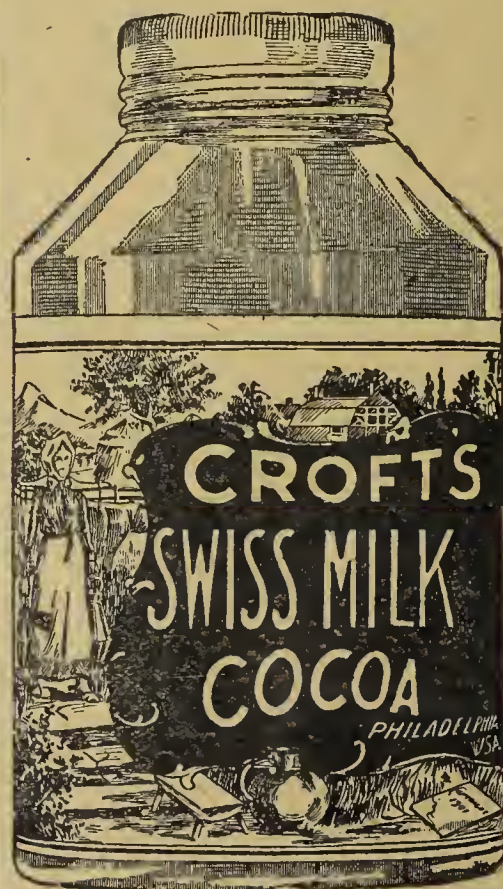
SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.



WHERE the GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

Croft & Allen Co.
PHILADELPHIA, PENNA.

UNIVERSITY OF ILLINOIS
21 DEC 1914

MODERN MERCHANT AND GROCERY WORLD

ESTABLISHED 1885

VOL. LVIII.

PHILADELPHIA, December 21, 1914.

No. 25

The "Modern Merchant and Grocery World" wishes every one of its subscribers and advertisers a very Merry Xmas. May the holiday be warm and bright with the realization of a good year's history and a better one to come.

Two Good Schemes Emanating From
Washington, Pa. These Are Worth
Reading.

Another Case Showing How Collection
Agencies Eat Up What Little Money
They Collect.

Legislative Commission Hears Protests
Against Pennsylvania Cold Storage
Food Act. It Will Probably Be
Amended.

Also Dry Goods and Notions, Boots and Shoes
and Hardware Departments.



SNOW BOY FREE

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE

Through the jobber—to retail grocers

25 boxes @ \$3.60—5 boxes FREE
 10 boxes @ 3.60—2 boxes FREE
 5 boxes @ 3.65—1 box FREE
 2½ boxes @ 3.75—½ box FREE

F. O. B. Buffalo; Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice. Order from your jobber at once, or send your order to us giving name of jobber through whom order is to be filled.

Yours very truly,

BUFFALO, N. Y., January 2, 1914
 Deal No. 1402

LAUTZ BROS. & CO.

Is Not a Mush or a Porridge



The wise, up-to-date grocer will sell what the customer asks for, but it is well to remember that

Shredded Wheat

is not a mush or a porridge. You have to chew Shredded Wheat. Children cannot bolt it down as they do a mushy porridge. Chewing is the first process in digestion. In children it develops sound teeth and healthy gums. It is always fresh, always clean, always pure, always the same.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits

MADE ONLY BY

The Shredded Wheat Company
 NIAGARA FALLS, N. Y.

Say to Your Customers

USE

HIRES

GOLD



MILK

And Save Money on your Milk Bills

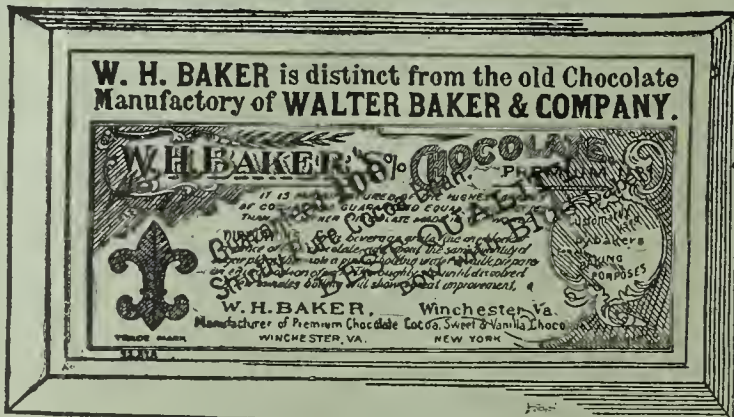
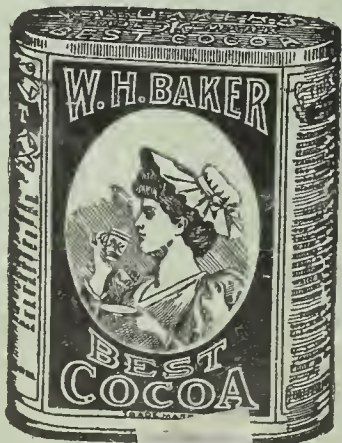
Mr. Grocer:—Why not be a milkman, too? You can be the biggest milkman in your neighborhood if you tell your customers to add two cans of cold water to one tall can of HIRES GOLD MILK, and then use on the table for drinking and in the kitchen for cooking.

EVERY CAN GUARANTEED BY

Hires Condensed Milk Company

10 Chestnut Street, Philadelphia, Pa.

W. H. BAKER, WINCHESTER, VA.



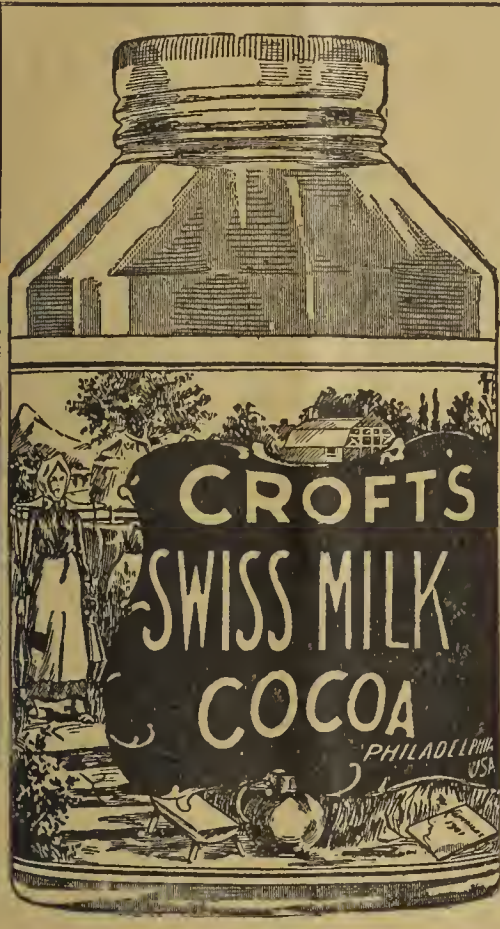
Chocolate and Cocoa Preparations

UNITED STATES SERIAL No. 5257
 Guaranteed Under the Food and Drugs Act, June 30, 1906

IN WRITING

ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

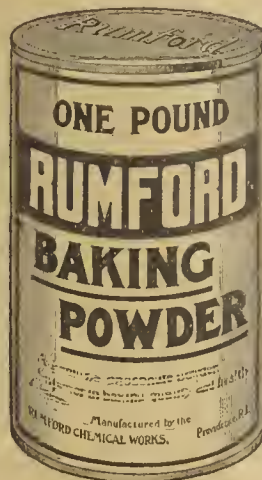
Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA, Pennsylvania ..

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder



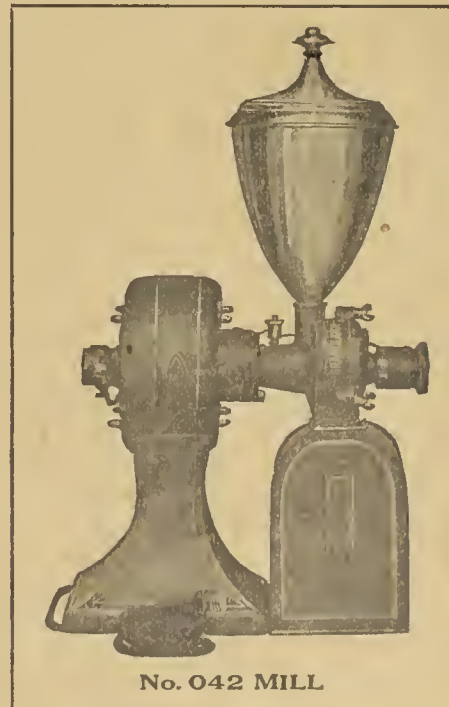
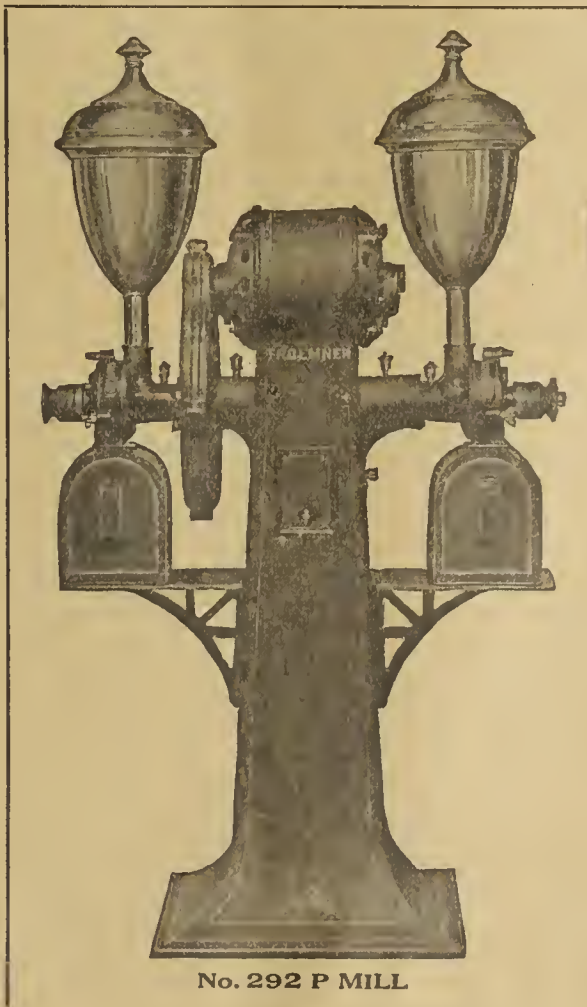
None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—it will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS
SAVING DOLLARS AND LABOR
THEY ARE FOOL PROOF



ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED

WRITE FOR PRICE LIST

HENRY TROEMNER, 911 Arch Street, Philadelphia, Pa.

J. A. FLESCH & SON, 115 Adams Street, CHICAGO, ILL., General Agents for United States

CANNED GOODS.

| | |
|---|------|
| Baked Beans— | |
| Ritter's | .95 |
| B. & M., No. 2 | 1.25 |
| Campbell's, 20 oz., tomato sauce or Boston style.....per case | 1.90 |
| Snider's, No. 2 | 1.40 |
| Van Camp's, No. 2 | 1.40 |
| Cruikshank's, No. 2 | 1.35 |
| Heinz's, No. 2 | 1.40 |
| Dog's Head, No. 3 | 1.25 |
| Victory, No. 1 | .45 |
| Tomatoes— | |
| Standard, New Jersey, No. 3 | 1.05 |
| " Maryland, No. 2 | .60 |
| " No. 3 | .80 |
| Lima Beans— | |
| Standard, New Jersey, No. 2 | 1.10 |
| " Maryland, No. 2 | 1.20 |
| Fancy, small, No. 2 | 1.50 |
| String Beans— | |
| Standard, New York, No. 2 | 1.10 |
| Extra fancy, New York, No. 2 | 2.00 |
| Fancy, New York, No. 2 | 1.50 |
| Standard, Maryland, No. 2 | .70 |
| Red Kidney Beans— | |
| Standard, New York, No. 2 | .95 |
| " Maryland, No. 2 | .80 |
| " Illinois, No. 2 | .90 |
| Corn— | |
| Standard, New York, No. 2 | .90 |
| Fancy, New York, No. 2 | 1.00 |
| Standard, Maryland, No. 2 | .80 |
| " Maine, No. 2 | 1.30 |
| Fancy, Maine, No. 2 | 1.35 |
| Shoe Peg, No. 2 | .85 |
| Whole grain, No. 2 | .70 |
| Peas— | |
| Standard, New York, No. 2 | 1.25 |
| Sifted, New York, No. 2 | 1.50 |
| Extra sifted, New York, No. 2 | 2.00 |
| Standard, Southern, No. 2 | .85 |
| Sifted, Southern, No. 2 | 1.00 |
| Extra sifted, Southern, No. 2 | 1.40 |
| Standard, Indiana, No. 2 | .80 |
| Sifted, Indiana, No. 2 | 1.10 |
| Extra sifted, Indiana, No. 2 | 1.40 |
| Standard, Wisconsin, No. 2 | 1.10 |
| Sifted Wisconsin, No. 2 | 1.40 |
| Extra sifted, Wisconsin, No. 2 | 2.00 |
| Beets— | |
| Standard, New York, No. 2 | .80 |
| " No. 3 | 1.25 |
| " New Jersey, No. 2 | 1.10 |
| " No. 3 | 1.10 |
| Succotash— | |
| Standard, New York, No. 2 | 1.00 |
| Fancy, New York, No. 2 | 1.15 |
| Standard, Maryland, No. 2 | .95 |
| Fancy, Michigan, No. 2 | 1.15 |
| Asparagus— | |
| Small, No. 2 1/2 | 2.00 |
| Medium, No. 2 1/2 | 2.20 |
| Large, No. 2 1/2 | 2.50 |
| Tips, No. 1 | 2.25 |
| Pumpkins— | |
| Standard, New York, No. 3 | 1.00 |
| " New Jersey, No. 3 | .85 |
| Spinach— | |
| Standard, Maryland, No. 3 | 1.00 |
| Sour Krout— | |
| Standard, New York, No. 3 | .85 |
| " Maryland, No. 3 | .80 |

California Canned Fruit.

| | |
|-------------------------------|------|
| Apricots— | |
| Extra, No. 3 | 2.75 |
| " No. 2 1/2 | 2.10 |
| Extra Standard, No. 2 1/2 | 1.75 |
| Standard, No. 2 1/2 | 1.50 |
| Bartlett Pears— | |
| Extra, No. 3 | 2.50 |
| " No. 2 1/2 | 2.30 |
| Extra Standard, No. 2 1/2 | 2.15 |
| Standard, No. 2 1/2 | 2.15 |
| White Cherries— | |
| Extra, No. 3 | 2.90 |
| " No. 2 1/2 | 2.65 |
| Extra Standard, No. 2 1/2 | 2.25 |
| Standard, No. 2 1/2 | 2.25 |
| Peaches, Lemon Cling, Sliced— | |
| Extra, No. 3 | 2.95 |
| " No. 2 1/2 | 2.10 |
| Extra Standard, No. 2 1/2 | 1.75 |
| Standard, No. 2 1/2 | 1.60 |
| Peaches, Lemon Cling— | |
| Extra, No. 3 | 2.95 |
| " No. 2 1/2 | 2.10 |
| Extra Standard, No. 2 1/2 | 1.75 |
| Standard, No. 2 1/2 | 1.60 |
| Peaches, Yellow Crawford— | |
| Extra, No. 3 | 2.80 |
| " No. 2 1/2 | 2.00 |
| Extra Standard, No. 2 1/2 | 1.70 |
| Standard, No. 2 1/2 | 1.50 |

Eastern Canned Fruits.

| | |
|-------------------------------------|------|
| Apples— | |
| New York State, No. 3 | .90 |
| " No. 10 | 2.75 |
| Blackberries— | |
| In syrup, No. 2 | 1.35 |
| In water, No. 2 | 1.00 |
| Cherries— | |
| White Wax, light syrup, No. 2 | 1.35 |
| " heavy syrup, No. 2 | 1.50 |
| Peaches— | |
| Table, No. 3 | 1.35 |
| Seconds, No. 3 | 1.15 |
| Pie, No. 3 | .90 |
| Pears— | |
| Bartlett, Extra Standard, No. 2 1/2 | 2.00 |
| Keifer, syrup, No. 3 | 1.00 |
| " water, No. 3 | 1.00 |
| Plums— | |
| Heavy syrup, No. 2 1/2 | 1.25 |
| Light syrup, No. 2 1/2 | 1.00 |
| Blueberries— | |
| Maine, in water, No. 2 | 1.40 |
| Strawberries— | |
| Extra preserved, No. 2 | 1.80 |
| Preserved, No. 2 | 1.60 |
| In water, No. 2 | 1.20 |

Pineapples—

| | |
|----------------------------|------|
| Hawaiian, Extra, No. 2 1/2 | 2.00 |
| " Standard, No. 2 1/2 | 1.75 |
| " Extra, No. 2 | 1.50 |
| " Standard, No. 2 | 1.35 |

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

| | |
|--|----------|
| Crabs, with shells— | Per doz. |
| McMenamin's, Deviled, No. 1, 2 doz. | 2.32 1/2 |
| " No. 2, 2 doz. | 3.75 |
| Clams— | |
| Star, No. 1, 4 doz. | 1.00 |
| Gold Label, No. 1, 4 doz. | 1.00 |
| Lobster— | |
| B. & M., No. 1, tall, 2 doz. | 6.50 |
| " No. 1, flat, 4 doz. | 6.50 |
| " No. 1/2, flat, 4 doz. | 3.30 |
| Star, No. 1/4, flat, 4 doz. | 1.80 |
| " No. 1/2, flat, 4 doz. | 3.20 |
| Mackerel— | |
| Pickert's, soused, No. 1, 4 doz. | 1.37 1/2 |
| Morton's, English Channel, 1 lb., tall, 6 doz. | 1.65 |
| Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz. | 1.42 1/2 |
| " 1 lb., round, flat, 6 doz. | 1.45 |
| Oysters— | |
| Boyer's, No. 1, 2 doz. | .90 |
| " No. 2, 2 doz. | 1.75 |
| Victory, No. 1, 2 doz. | .85 |
| Kipperd Herring— | |
| Maconache's, plain | 1.60 |
| Salmon— | |
| Hapgood's, No. 1, tall | 2.45 |
| " No. 1, flat | 2.50 |
| Fancy Sockeye, No. 1, flat | 2.35 |
| " No. 1, tall | 2.00 |
| " No. 1/2, flat | 1.50 |
| Alaska, red, tall | 1.65 |
| " medium red, tall | 1.30 |
| " pink, No. 1, tall | 1.10 |
| Shrimps, No. 1, wet | 1.30 |

SARDINES—Imported.

| | |
|---------------------------------|-------|
| Armour's Veribest, 1/4s, 100 | 10.50 |
| " 1/4s, 50 | 5.50 |
| " 1/4s, 25 | 3.00 |
| Boneless and peeled, 1/4s | 24.00 |
| " D. & G., 1/4s | 26.50 |
| " Ispa, 1/4s | 28.00 |
| " Gondolier, 1/4s, 100 | 21.00 |
| " Landell, 1/4s, 100 | 9.50 |
| " Martell, 1/4s, 100 | 10.50 |
| " 1/4s, 100 | 15.00 |
| " Loyal, 1/4s, 100 | 9.50 |
| Argonauts, 1/4s, 100 | 14.00 |
| Orion, smoked, 1/4s, key, 100 | 8.00 |
| Tomato sauce, 1/4s | 15.00 |
| Truffled, 1/4s, key, 100 | 12.50 |
| Spiced, 1/4s, 100 | 10.00 |
| Royanette, oval, 1/4s, 100 | 9.60 |
| Angus Watson & Co.— | |
| Skipper, 1/4s, olive oil, 100 | 15.00 |
| " 1/4s, tomato sauce, 100 | 15.00 |
| " 1/4s, olive oil, 50 | 13.25 |
| " 1/4s, tomato sauce, 50 | 13.25 |
| Sea Queen, 1/4s, olive oil, 100 | 11.25 |
| Sea Pearl, 1/4s, olive oil, 100 | 9.40 |
| Tea Time, 1/4s, olive oil, 100 | 7.80 |
| "Herringlets," olive oil, 50 | 7.50 |
| Bouillon "Herringlets," 50 | 5.60 |

Domestic.

| | |
|---|------|
| American Oil— | |
| Seminole, standard, key, carton, 1/4s | 3.90 |
| No. 2, 1/4s, 100 | 3.60 |
| 1/4s, key, 100 | 3.80 |
| Irma, 1/4s, 100 | 4.00 |
| Pickert's, Rival brand, carton, 1/4s, 100 | 3.90 |
| " 1/2s, 100 | 6.00 |

| | |
|----------------------------------|------|
| Mustard— | |
| Irma, 1/4s, 100 | 4.00 |
| 1/4s, 100 | 3.60 |
| 3/4s, 48 | 3.90 |
| Continental, 3/4s, key, 48 | 3.25 |
| Irma, fancy, 3/4s, 50 | 3.80 |
| Gold Label, 3/4s, 50 | 4.50 |
| " 1/4s, 100 | 7.00 |
| Underwood's, 3/4s, 50 | 4.50 |
| Pickert's, Crown brand, 3/4s, 48 | 4.00 |
| " Columbias, 3/4s, 48 | 3.00 |

CANNED MEATS.

Corned Beef.

| | |
|--------------------------------|----------|
| Armour's— | Per doz. |
| No. 1, 2 doz. | 2.90 |
| No. 2, 1 doz. | 5.50 |
| Hash, No. 1/2, 2 doz. | 1.25 |
| " No. 1, 2 doz. | 2.35 |
| " No. 2, 1 or 2 doz. | 4.45 |
| " No. 6, 1/2 or 1 doz. | 13.50 |
| Libby's— | |
| Compressed, No. 1, key, 2 doz. | 2.80 |
| " No. 2, key, 1 doz. | 5.30 |

Chipped Beef.

| | |
|-------------------------------|------|
| Armour's— | |
| Shield, No. 1/2, 2 doz. | 1.95 |
| " No. 1, 2 doz. | 3.15 |
| Veribest, tins, small, 2 doz. | 2.05 |
| " large, 1 doz. | 3.65 |
| Libby's— | |
| Peerless, small, 4 doz. | 1.25 |
| " medium, 2 doz. | 1.65 |
| No. 1/2, glass, 2 doz. | 1.95 |

Sausage.

| | |
|-------------------------------|------|
| Armour's— | |
| Vienna style, No. 1/2, 2 doz. | .95 |
| " No. 1, 2 doz. | 1.85 |
| " No. 2, 1 doz. | 4.00 |

Sliced Beef.

| | |
|-----------------------|------|
| Armour's— | |
| Glass, small | 2.25 |
| " large | 3.70 |
| Swift's— | |
| Premium, No. 1, glass | 3.50 |

Sliced Bacon.

| | |
|-------------|-----------|
| Holly brand | 1.60 |
| Erie brand | 2.70 1.65 |

Loaf Goods.

| | |
|------------------|------|
| Armour's— | |
| Beef, No. 3/4 | 1.55 |
| Chicken, No. 3/4 | 2.35 |
| Ham, No. 3/4 | 1.55 |
| Veal, No. 3/4 | 1.55 |

Roast Beef.

| | |
|---------------|------|
| Armour's— | |
| No. 1, 2 doz. | 2.90 |
| No. 2, 2 doz. | 5.50 |
| Libby's— | |
| No. 1, 2 doz. | 2.80 |
| No. 2, 1 doz. | 5.30 |
| Kingan's— | |
| No. 1, 2 doz. | 2.50 |
| No. 2, 1 doz. | 4.85 |

Lunch Tongue.

| | |
|------------------------|------|
| Armour's— | |
| Whole, No. 1/2, 2 doz. | 2.55 |
| " No. 1, 2 doz. | 4.35 |
| Libby's, No. 1, 2 doz. | 4.20 |

Whole Ox Tongue.

| | |
|----------------------------|-------|
| Armour's— | |
| Whole, No. 1, 1 doz. | 5.75 |
| " No. 1 1/2, 1 doz. | 8.80 |
| " No. 2, 1 doz. | 9.75 |
| " No. 2 1/2, 1 doz. | 12.80 |
| " No. 3, 1 doz. | 16.10 |
| Libby's, No. 2 1/2, 1 doz. | 13.10 |

Potted or Deviled Meats.

| | |
|---|----------|
| The Franco-American Food Co.— | Per doz. |
| Potted Beef for sandwiches, 5 oz., 4 doz. | .90 |
| French Style Entrees— | |
| Braised Beef a la Jardiniere, 2 doz. | 2.60 |
| Veal and Green Peas, 2 doz. | 2.90 |
| Chicken Saute a la Marengo, 2 doz. | 3.50 |
| Chicken Curry a l'Indienne, 2 doz. | 3.50 |
| Pates, Truffled— | |
| Chicken, 4 oz., 2 doz. | 2.50 |
| Chicken Liver, 4 oz., 2 doz. | 2.50 |

| | |
|-------------------------|---------|
| Armour's— | |
| No. 1/4, 4 doz. | .50 |
| No. 1/2, 2 doz. | .95 |
| Ham, No. 1/4, 2 doz. | 1.40 |
| Tongue, No. 1/4, 2 doz. | 1.40 |
| Libby's— | |
| No. 1/4, 4 doz. | .47 1/2 |
| No. 1/2, 2 doz. | .90 |

Curtice Brothers' Blue Label, Deviled.

| | | |
|-------------------------|--------------------------|------------|
| Ham | No. 5 oz. | No. 10 oz. |
| Tongue | 1.60 | 2.80 |
| Chicken | 1.60 | 2.80 |
| Turkey | 2.00 | 3.30 |
| No. 5 oz. packed 4 doz. | No. 10 oz. packed 2 doz. | |
| Ham | 1.50 | 2.60 |
| Tongue | 1.50 | 2.60 |
| Chicken | 2.00 | 3.00 |
| Turkey | 2.00 | 3.00 |
| No. 1/4 packed 4 doz. | No. 1/2 packed 2 doz. | |

Potted Chicken.

| | |
|--------------------------|------|
| Armour's— | |
| Chicken, No. 1/4, 2 doz. | 1.95 |
| Libby's— | |
| No. 1/4, 2 doz. | 1.70 |
| No. 1/2, 1 doz. | 2.40 |
| R. & R., No. 1/2, 4 doz. | 1.75 |

Boned Meats.

| | |
|--|-------|
| Armour's— | |
| Chicken, No. 1/4, 4 doz. | 2.15 |
| " No. 1/2, 2 doz. | 3.45 |
| " No. 1, 1 or 2 doz. | 6.30 |
| Turkey, No. 1/2, 2 doz. | 3.45 |
| " No. 1, 1 or 2 doz. | 6.30 |
| Curtice Brothers' Blue Label, in tins— | |
| Chicken, No. 1 | 3.75 |
| " No. 1/2 | 6.75 |
| Turkey, No. 1/2 | 3.75 |
| " No. 1 | 6.75 |
| Whole Rolled Ox Tongue, No. 2 | 17.00 |
| Boneless Whole Ham, No. 1 1/2 | 10.00 |
| " No. 2 1/2 | 14.50 |

All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.

SOUPS.

| | |
|--|---------------------------|
| The Franco-American Food Co.— | Per doz. |
| Ready-made Concentrated Soups— | |
| Nine varieties, 10 1/2 oz., 4 doz. | .90 |
| Chicken | .95 |
| Soups— | Quarts. Pints. 1/2-Pints. |
| Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail | 3.45 2.00 1.10 |
| Assorted | 3.15 1.80 1.00 |
| Green Turtle Thick | 7.50 4.00 2.25 |
| Clear Green Turtle | 10.00 5.50 3.00 |
| All others | 3.10 1.75 .95 |
| Armour's— | Per doz. |
| All kinds, No. 1, 4 oz. | .90 |
| Campbell's, No. 15, 10 1/2 oz., 4 doz. | 3.60 |
| All kinds | |
| No. 10 cans Tomato, Vegetable and Ox Tail, 6 cans per case | 3.25 |

SPECIAL ASSORTMENTS.

| | |
|---|---------------|
| Order by number. | |
| No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus | per case 3.60 |
| No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable | per case 3.60 |
| No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable | per case 3.60 |

Curtice Brothers' Blue Label—

| | Quarts. | Pints. | 1/2-Pints. |
|------------------|---------|--------|------------|
| Green Turtle | 6.50 | 3.50 | 2.00 |
| " clear | 7.25 | 3.75 | 2.25 |
| Terrapin | 7.25 | 3.75 | 2.25 |
| All others | 3.15 | 1.75 | 1.25 |
| Ritter's, Tomato | | | .90 |

CHOCOLATE AND COCOA.

| | | |
|--|----------|----------|
| Wilbur's Cocoa— | | Per lb. |
| 10c. tins, 12 lb. boxes..... | | .34 |
| 1/4-lb. tins, 6-lb. boxes..... | | .31 |
| 1/2-lb. tins, 6-lb. boxes..... | | .30 |
| 1-lb. tins, 6-lb. boxes..... | | .30 |
| 5-lb. canisters..... | | .30 |
| Wilbur's Premium Chocolate— | | |
| 1/4 lb., 6 and 12-lb. boxes..... | | .30 |
| 1/2 lb., 6 and 12-lb. boxes..... | | .28 |
| Wilbur's Sweet Clover Chocolate— | | Per box |
| 48 cakes, 5c. size..... | | 1.50 |
| Capitol, sweet, 1/2s, 6 lb..... | per lb. | .19 |
| Walter Baker & Co.'s— | | Per lb. |
| Premium, 1/2 lb., 12 lbs..... | | .29 |
| " 1/4 lb., 12 lbs..... | | .29 |
| Caracas, sweet, 6 lbs., 1/2 and 1/4-lb. cakes... | | .26 |
| German's, sweet, 12 lbs..... | | .20 |
| Auto, sweet, 6 lbs..... | | .33 |
| Cocoa, 1/2-lb. cans, 12 lbs..... | | .34 |
| " 1/2-lb. cans, 6 lbs..... | | .34 |
| W. H. Baker's— | | |
| Best Cocoa, 1/2-lb. size..... | | .33 1/2 |
| " 1/4-lb. size..... | | .33 1/2 |
| Premium Chocolate, 1/2s, 12 lbs..... | | .29 |
| " 1/4s, 12 lbs..... | | .29 |
| Best Sweet Chocolate, 1/2s, 6 lbs..... | | .20 |
| " 1/4s, 6 lbs..... | | .20 |
| Vanilla Chocolate, 1/2s, 6 lbs..... | | .26 |
| Croft's Cocoa and Chocolate— | | |
| Swiss Milk Cocoa, 1/2-lb. glass jars..... | | .40 |
| Cocoa, 1/2-lb. tins..... | | .29 |
| " 1/4-lb. tins..... | | .30 |
| " 1/2-lb. tins..... | | .33 |
| " 6 5-lb. cans..... | | .30 |
| Baking Chocolate, 1/2s..... | | .29 |
| " 1/4s..... | | .28 |
| Swiss Milk Chocolate, 48 5c. cakes..... | | 1.50 |
| Hershey's— | | Per box |
| Milk, 24s..... | | .85 |
| Breakfast Cocoa, 1/2 lb. size, 6 or 12 lb. bxs. | | .27 |
| " 1/4 lb. size, 6 or 12 lb. bxs. | | .28 |
| " 1/2 lb. size, 6 or 12 lb. bxs. | | .29 |
| Blooker's Cocoa— | | Per doz. |
| Grand brand, 1/4-lb. tins, 2 doz..... | | 1.88 |
| " 1/2-lb. tins, 2 doz..... | | 3.50 |
| " 1-lb. tins, 1 doz..... | | 6.50 |
| " 5-lb. tins, 1 doz..... | per lb. | .52 |
| " 10-lb. bags..... | | .50 |
| Daalder's brand, 1/4-lb. tins, 12-lb. box | | .40 |
| " 1/2-lb. tins, 12-lb. box | | .39 |
| " 1-lb. tins, 12-lb. box | | .38 |
| " 2-lb. tins, 12-lb. box | | .37 |
| " 5-lb. tins, 60-lb. box | | .36 |
| " 10-lb. bags, 100-lb. box..... | | .35 |
| Runkels— | | |
| Decorated Cocoa, 1/2s, 6 and 12-lb. boxes... | | .36 |
| Labelled Cocoa, 1/2s, 6 and 12-lb. boxes..... | | .33 |
| Premium Chocolate, 1/2s, 6 and 12-lb. boxes | | .30 |
| " 1/4s, 6 and 12-lb. boxes | | .31 |
| Dairy Milk Chocolate, 24 cakes to carton... | | .80 |
| Almond Bars, 24 cakes to carton..... | | .80 |
| " 12 10c. cakes to carton..... | | .80 |
| Vanilla Sweet Chocolate, 24 cakes to carton | | .80 |
| " 1/4s, 6 and 12-lb. boxes..... | | .29 |
| Red Ribbon Sweet, 1/4-lb. cakes, 6 and 12-lb. boxes..... | | .24 |
| Vienna Sweet, 1/4s, 6 and 12-lb. boxes..... | | .23 |
| Chocolatina, 24 cans to box..... | | 1.85 |
| Lowney's— | | Per lb. |
| Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs..... | | .29 |
| Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, 1/2-lb. pkgs..... | | .29 |
| Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs..... | | .28 |
| Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs..... | | .28 |
| Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box..... | per box | 1.50 |
| Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins..... | | .34 |
| Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins..... | | .33 |
| Cocoa, 6-lb. boxes, 12 boxes in case, 1/4-lb. tins..... | | .33 |
| Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins..... | | .34 |
| "Diamond" Sweet Chocolate, 6 and 12-lb. boxes..... | | .22 |
| Nut Milk Chocolate, 48 5c. pkgs. in box, per box | | 1.60 |
| Nut Milk Chocolate, 24 5c. pkgs. in box, per box | | .80 |
| Almond Milk Chocolate, 48 5c. pkgs. in box, per box | | 1.60 |
| Almond Milk Chocolate, 24 5c. pkgs. in box, per box | | .80 |
| Almond Milk Chocolate, 24 10c. pkgs. in box, per box | | 1.60 |
| Milk Chocolate, 50 5c. pkgs. in box, per box | | 1.50 |
| Milk Chocolate, 25 5c. pkgs. in box, per box | | .75 |
| "Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs..... | | .29 |
| "Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs..... | | .29 |
| Bensdorp's Royal Dutch Cocoa— | | |
| 12 lbs. in box..... | Per can. | Per doz. |
| 2-oz. oval cans, 4 doz. in box..... | .07 1/2 | .90 |
| 5-oz. oval cans, 3 doz. in box..... | .18 1/2 | 2.20 |
| 1/2-lb. round cans..... | .29 | 3.48 |
| 1-lb. round cans..... | .57 | 6.84 |
| 60 lbs. in case..... | Per can. | Per lb. |
| 5-lb. round cans..... | 2.50 | .50 |
| Bensdorp's Chocolates— | | |
| 6-lb. boxes, 24 boxes in case..... | | Per lb. |
| Sweet Vanilla, 4 cakes to lb..... | | .28 |
| " 8 cakes to lb..... | | .28 |
| Milk Chocolate, 6 cakes to lb..... | | .45 |
| " 12 cakes to lb..... | | .45 |
| Milk Chocolate Towers, 5-lb boxes, 20 boxes in case..... | | .50 |
| Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case..... | | .56 |

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| | |
|--|---------|
| Bensdorp's Cooking Chocolate— | Per lb. |
| Blue Label, ½-lb. cakes, 12-lb. boxes, 12 boxes in case..... | .30 |
| Bensdorp's Turinos— | |
| 5 lbs. in box, 20 boxes in case..... | .50 |
| 1 lb. boxes, 30 boxes in case..... | .55 |
| ½ lb. boxes, 60 boxes in case..... | .55 |
| ¼ lb. boxes, 90 boxes in case..... | .56 |
| Van Houten's— | Per tin |
| Cocoa, 12-lb. boxes, 1-lb. tins..... | .65 |
| " 6-lb. boxes, ½-lb. tins..... | .36 |
| " 6-lb. boxes, ¼-lb. tins..... | .18 |
| Stollwerck's Gold Brand Cooking Chocolate— | |
| No. 300, unsweetened, ½-lb. packages..... | .31 |
| No. 350, Princess, Triple Vanilla, sweet, ½-lb. cakes..... | .28 |
| Stollwerck's Gold Brand Plain Eating Chocolate— | Per box |
| No. 1, large, 25 cent size, 6 tablets in box..... | 1.10 |
| No. 3, small, 10 cent size, 24 tablets in box..... | 1.80 |
| Stollwerck's Gold Brand Milk Chocolate— | |
| No. 51, large, 25 cent size, 6 tablets in box..... | 1.10 |
| No. 5, small, 10 cent size, 24 tablets in box..... | 1.80 |
| Stollwerck's Cocoa— | Per lb. |
| No. 207, Gold Brand, ½-lb. cans, 6 and 12-lb. boxes..... | .35 |
| No. 220, Gold Milk, ½-lb. cans, 6 and 12-lb. boxes..... | .35 |

PAPER.

| | |
|-------------------------------------|---------------------------|
| Continental Paper Bags— | |
| Net price per 1,000—500 in a bundle | |
| Golden Rod S. O. S. | Republic (White) S. O. S. |
| ½ lb.43 | ½ lb.31 |
| ¼ lb.51 | ¼ lb.37 |
| 1 "68 | 1 "49 |
| 2 "90 | 2 "64 |
| 3 " 1.07 | 3 "77 |
| 4 " 1.32 | 4 "95 |
| 5 " 1.54 | 5 " 1.11 |
| 6 " 1.88 | 6 " 1.35 |
| 8 " 2.18 | 8 " 1.57 |
| 10 " 2.48 | 10 " 1.78 |
| 12 " 2.90 | 12 " 2.09 |
| 14 " 3.67 | 14 " 2.64 |
| 16 " 3.93 | 16 " 2.83 |
| 20 " 4.40 | 20 " 3.17 |
| 25 " 4.87 | 25 " 3.51 |

| | |
|--|----------|
| Manilla— | |
| All No. 1 Manilla paper, full count, 480 sheets to the ream..... | Per ream |
| 15x20, 5 reams in bundle..... | .48 |
| 20x30, "..... | .90 |
| 24x30, "..... | 1.20 |
| Butter, Parchment— | Per pkg. |
| 8x11, 1000 sheets..... | .60 |
| 9x12, "..... | .70 |
| 18x24, 50-lb. bundles of about 1200 sheets, per lb..... | .10 |

| | |
|--|------------|
| Toilet— | Per case |
| Extra quality, 100 rolls..... | 5.75 |
| Good " 200 "..... | 5.25 |
| Butter, Wax— | Per pkg. |
| 9x12, about 400 sheets..... | 14½ |
| White Tea— | Per bundle |
| 12x16, 100 sheets to pkg., 10 pkgs. to bundle..... | 1.40 |
| 15x20, 100 sheets to pkg., 10 pkgs. to bundle..... | 1.60 |

| Sizes | Original Bundles Contain | Panther Ex. Heavy Yellow | Wolf Heavy Drab |
|---------|--------------------------------|--------------------------------|-----------------------|
| 1/4 lb. | 15M | .38 | .26 |
| 1/2 " | 10M | .46 | .33 |
| 1 " | 8M | .61 | .43 |
| 2 " | 6M | .76 | .54 |
| 3 " | 5M | .95 | .69 |
| 4 " | 4M | 1.12 | .81 |
| 5 " | 3M | 1.34 | .95 |
| 6 " | 3M | 1.60 | 1.17 |
| 8 " | 2M | 1.83 | 1.32 |
| 10 " | 2M | 2.05 | 1.55 |
| 12 " | 2M | 2.65 | 1.95 |
| 14 " | 1M | 3.30 | 2.60 |
| 16 " | 1M | 3.48 | 2.75 |
| 20 " | 1M | 3.85 | 2.90 |
| 25 " | 1M | 4.30 | 3.30 |

| | |
|------------------------------|---------|
| Flour Sacks, satchel bottom— | |
| Majestic | Plain |
| Ex. Heavy | per 100 |
| 12½ lbs., ½ bbl..... | .42 |
| 24½ lbs., ½ bbl..... | .70 |
| 49 lbs., ½ bbl..... | 1.40 |
| No. 2, Manilla light weight— | Per lb. |
| 12 in. rolls..... | .02½ |
| 15 "..... | .02½ |
| 18 "..... | .02½ |
| 20 "..... | .02½ |
| 24 "..... | .02½ |
| Silk Fibre, No. 1— | |
| 9 in. rolls..... | .03 |
| 12 "..... | .03 |
| 15 "..... | .03 |
| 18 "..... | .03 |
| 20 "..... | .03 |
| 24 "..... | .03 |
| 30 "..... | .03 |

CONDENSED MILK.

| | |
|--------------------------|------|
| Eagle, 4 doz..... | 6.25 |
| " 2 doz..... | 3.15 |
| Challenge, 4 doz..... | 4.35 |
| Magnolia..... | 4.75 |
| Dime..... | 3.85 |
| Baby, 1 doz., glass..... | 2.00 |
| Peninsular..... | 4.50 |
| Star, 4 doz..... | 4.75 |
| Anchor, skimmed..... | 3.00 |

EVAPORATED MILK.

| | |
|-------------------------------------|------|
| Borden's, Peerless brand, tall..... | 3.25 |
| " " small, 6 doz..... | 2.25 |
| " " family size..... | 3.00 |
| " " hotel size..... | 3.25 |
| Silver Cow, small, 6 doz..... | 2.25 |
| St. Charles, small, 4 doz..... | 1.65 |
| " " tall..... | 3.25 |
| Pearl, tall..... | 3.25 |
| " " small, 4 doz..... | 1.65 |

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HIRES CONDENSED MILK



| | |
|------------------|----------|
| Silver..... | Per case |
| Hires..... | 4.75 |
| Queen..... | 4.55 |
| Premium..... | 4.15 |
| Blue Ribbon..... | 4.15 |
| Gold (Baby)..... | 2.50 |
| Gold, tall..... | 3.50 |
| St. Elmo..... | 3.75 |

CRACKERS AND CAKES.

| | | |
|------------------------------|----------|-------|
| J. S. Ivins' Son— | Bbls. | Boxes |
| Assorted Jumbles..... | .09 | .09 |
| Cocoanut Ripple..... | .10 | .10 |
| Crystal Cookies..... | .12 | .12 |
| Fruit Cookies..... | .09 | .09 |
| Graham Wafers..... | .10 | .10 |
| Granoma Cookies..... | .09 | .09 |
| Honey Jumbles, XX..... | .10 | .10 |
| Iced Honey Jumbles..... | .12 | .12 |
| Lemon Bar..... | .09 | .09 |
| Lunch Biscuit..... | .08 | .08 |
| Marshmallow Mayblossoms..... | .10 | .10 |
| Newtons..... | .10 | .10 |
| Saltines..... | .12 | .12 |
| Spiced Wafers..... | .09 | .09 |
| Sugar Cookies..... | .10 | .10 |
| Sweethearts..... | .10 | .10 |
| Water Crackers..... | .07½ | .07½ |
| 7 lb. tin pails— | | |
| Arrowroot Biscuit..... | .15 | |
| Assorted Bon Bons..... | .16 | |
| " Teas..... | .16 | |
| " Slices..... | .16 | |
| Butters..... | .15 | |
| Chocolate Fudge..... | .16 | |
| " Butters..... | .16 | |
| Cocoanut Macaroon..... | .16 | |
| Fancy Jumbles..... | .15 | |
| Fruit Tarts..... | .14 | |
| Honey Bon Bons..... | .15 | |
| Sugar Bon Bons..... | .15 | |
| Sweet Marie..... | .15 | |
| Package goods— | Per doz. | |
| Animals..... | .45 | |
| Cracker Meal, large..... | .75 | |
| " small..... | .45 | |
| Gingerettes..... | .90 | |
| Gold Medal Soda, small..... | .45 | |
| " large..... | .90 | |
| Graham Wafers..... | 1.25 | |
| Lunch-on-Thins..... | .90 | |
| Milk Lunch..... | .90 | |
| Ginger Snaps..... | .45 | |
| Pink Tea..... | .90 | |
| Saltina Biscuit..... | .90 | |

Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, less a freight allowance of 25 cents per 100 lbs.

A. Exton & Co.— Bbls. Boxes

| | | |
|---|------|------|
| Butter Crackers..... | .08½ | .09 |
| Oyster Crackers..... | .08½ | .09 |
| Wine Scroll..... | .10½ | .11 |
| Cracker Dust..... | .08½ | .08½ |
| Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards. | | |

DELIKATESSEN.

Wein Senf, Prepared Mustard.

| | | |
|--|----------|------|
| Stone pots, small, 2 doz..... | per doz. | 1.15 |
| " " with horseradish..... | " | 1.15 |
| " " large, 1 doz..... | " | 1.75 |
| " " with horseradish..... | " | 1.75 |
| Wein Senf, bbls..... | per gal. | |
| " 1-gal. stone jars..... | per jar | .75 |
| " 5-gal. kegs..... | per keg | 2.50 |
| Prepared Mustard, bbls..... | per gal. | |
| " 15-gal. kegs..... | " | |
| " 10-gal. kegs..... | " | |
| " 5-gal. kegs..... | " | 35- |
| " 2-gal. pails..... | per pail | .90 |
| " 1-gal. pails..... | " | .50 |
| Prepared Special, with spoon, 2 doz..... | per doz. | .95 |
| " sifting top, 2 doz..... | " | .46 |
| " with horseradish, 2 doz..... | " | .97 |

Imported and American Fancy Cheese.

| | | |
|---|--------------------|--------|
| Emmenthaler Swiss, selected, tub..... | | |
| " " loaf..... | | |
| Sap Sago, 3 to lb..... | per case, per lb. | |
| " " less than case, "..... | " | |
| Roquefort..... | 12 in case, "..... | |
| " " less than case, "..... | " | |
| Parmesan, about 30 lbs..... | loaf, "..... | |
| " " less than loaf, "..... | " | .40 |
| Edam, 12 in case..... | case | 8.50 |
| " " single..... | | .90 |
| " " in tin..... | per lb. | |
| " 1-lb. tins..... | per case | 3.75 |
| Camembert, domestic, wood boxes..... | per doz. | 2.50 |
| " Autocrat brand, large..... | " | |
| " " medium, "..... | " | |
| Sap Sago, grated, ready for use, 10-oz. bottles, per doz..... | | 1.75 |
| Parmesan, grated, ready for use, small bottles, per doz..... | | 2.50 |
| Olmutter Hand, 100 in box..... | | 2.25 |
| Edelweis, Romatour and Bier-Kase..... | per doz. | |
| American Swiss, No. 1..... | loaf 20- | .22 |
| " " less than loaf 22- | | .25 |
| " " square loaves, No. 1, about 25 lbs. each..... | per lb. | 22-.24 |

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| | | |
|---|-------------------|--------|
| Limburger, No. 1..... | box and ½ box 16- | .17 |
| " " less than ½ box 18- | | .20 |
| Pinxter, from Holland, in tins..... | per doz. | 2.60 |
| Muenster..... | per lb. | 20-.22 |
| Brick, No. 1..... | " | 18-.20 |
| English Dairy..... | " | .22½ |
| Pineapple, picnic size, 6 in box..... | per box | 3.00 |
| " gem size, 6 in box..... | " | 2.25 |
| Royal Luncheon— | Per doz. | |
| Dinner size, 1 doz..... | | 4.50 |
| Lunch size, 2 doz..... | | 2.40 |
| Picnic size; 2 doz..... | | 1.35 |
| Trial size..... | | 1.00 |
| MacLaren Imperial, club size..... | | 1.00 |
| " No. 1 size..... | | 2.40 |
| " Roquefort, large size..... | | 2.95 |
| " " small size..... | | 1.45 |
| Fromage de Brie, M. C. C., 1 in box..... | | 1.55 |
| Fromage d'Isigny, M. C. C., 6 in box..... | | 1.55 |
| Wm. Tell brand, 12 in box..... | | 1.40 |
| Neufchatel, Cow brand, 25 in box..... | | .95 |
| Star Cream or Phila., 12 in box..... | | 1.90 |
| Miniature Cream or Phila., 12 in box..... | | .95 |
| Hand, 8 doz..... | | 1.35 |
| " 4 doz..... | | .70 |
| " Thuringer, 4 doz..... | | .85 |
| Farmer Hand, 4 doz..... | | 1.45 |
| Schutzen, 12 in box..... | | 1.25 |
| American Mountain (Alpen Kase) 50 1-lb. pkgs..... | per lb. | .18 |

Imported and American Meats and Sausages.

| | | |
|---|-----------------------|--------|
| Westphalia Ham, marked weight..... | per lb. | |
| Weiner Wurstel, 16 in tin..... | per doz. | |
| " 8 in tin..... | " | |
| Carlsbad Speck (Imported Bacon)..... | per lb. | |
| Imported Cervelat Sausage, Rolf's..... | " | |
| Imported Frankfurters..... | per doz. | |
| Goose breast, imported, marked weight, per lb..... | | |
| Pate de fois Gras, small..... | per doz. | 3.00 |
| American— | 50 and 100-lb. boxes. | Less |
| Cervelat (C. W.)..... | | |
| " (H.)..... | | |
| " Peutonic..... | | |
| " Tip-Top..... | | |
| " Gothaer..... | | |
| Salami (C. W.)..... | | |
| " (H.)..... | | |
| " (G. A. P.)..... | | |
| Landjager short..... | per lb. | .35 |
| " long..... | " | |
| Mortadella, dry..... | " | |
| Knackwurst, 25 in box..... | per box | 4.75 |
| " " per doz..... | | 2.40 |
| Tongue Sausage..... | per lb. | .18 |
| Smoked Braunschweiger Liver Sausage..... | " | .18 |
| Lachs Ham..... | " | .37 |
| Petit Delicatess Frankfurters, plain, per doz..... | | 1.00 |
| Petit Delicatess Frankfurters, with Sauer Kraut..... | per doz. | 1.00 |
| Lebanon Beef Bologna..... | per lb. | 20-.22 |
| Paprika Speck..... | " | .18 |
| Mettwurst, half round..... | " | .25 |
| Liver Sausage (special), truffle, goose or sardellen..... | per lb. | .18 |
| Smoked Thuringer Blutwurst..... | " | |
| " Pfefferwurst..... | " | |

Pickled Meats and Fish.

| | | |
|--|----------|------|
| Lamb Tongues, Derby brand, pint glass jars.. | Per doz. | 4.80 |
| " " quart glass jars..... | | 5.75 |
| " " 10-oz. jars..... | | 2.50 |
| " " tumbler..... | | 1.50 |
| Calves' Head, round tins..... | | 1.65 |
| Tripe, 5-gal. kegs..... | | 2.00 |
| Pigs' Feet, 10-lb. pails..... | per pail | 1.05 |
| " 5-gal. kegs..... | per keg | 2.25 |
| Russian Sardines..... | | .75 |
| " 5-lb. pails..... | per pail | .65 |
| " 10-lb. pails..... | " | 1.25 |
| Beef Salad, in glass..... | | 1.00 |

Holland and Scotch Herrings.

| | | |
|---|---------|-------|
| Holland— | | |
| Mixed, Y. M., 5 keg lots..... | per keg | .75 |
| Milkers, Y. M..... | per keg | .85 |
| Mixed, standard, bbls..... | | 6.50 |
| " ½ bbls..... | | 7.50 |
| Scotland— | | |
| Mixed, large, fulls, bbls..... | | 16.50 |
| " ½ bbls..... | | 8.50 |
| Milkers, " bbls..... | | |
| " ½ bbls..... | | |
| Marinirt Herring, imported, about 40 in pail..... | | 1.25 |
| Roll Herring, imported, about 25 in pail..... | | 1.00 |
| Spiced Herring, imported, about 40 in pail..... | | 1.00 |
| Norway Stockfish, dry..... | per lb. | .15 |
| Matjes Herring..... | piece | |

Bismarck Herring.

| | | |
|--|---------|------|
| Round tins, with key, pint..... | Per tin | .20 |
| " " quart..... | | .35 |
| " " 2 quarts..... | | .60 |
| " " 4 quarts..... | | 1.10 |
| Roll Mops, 4-quart tin..... | | 1.00 |
| " 2-quart tin..... | | .60 |
| Bismarck Haring, 4-quart tin..... | | 1.00 |
| " 2-quart tin..... | | .60 |
| Kruger's Roll and Brat Haring, oval tins, doz..... | | 2.50 |

Russian Sardines.

| | | |
|-------------------------------|----------|------|
| Imported, Wallkoff brand..... | per keg | .80 |
| " 5-lb. pails..... | per pail | 1.65 |
| " 10-lb. pails..... | " | 1.25 |
| Cut Spiced, 10-lb. pails..... | " | .75 |
| " 5-gal. keg..... | per keg | 2.75 |
| Russian, in glass jars..... | per doz. | 2.25 |

Norway Anchovies.

| | | |
|-----------------------|------------|-----|
| Fancy, keg..... | | |
| " ½ keg..... | | |
| " ¼ keg..... | | .24 |
| " ⅓ keg..... | | |
| Original package..... | per ½ bbl. | |

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| | | |
|----------------------------|----------|--|
| Repacked, 5-lb. pails..... | per pail | |
| " 10-lb. pails..... | " | |
| " 5-gal. kegs..... | per keg | |
| " ½-lb. flat tins..... | per doz. | |
| " 18-lb. tall tins..... | " | |
| " 1-lb. tall tins..... | " | |

Salt Sardellen.

| | | |
|----------------------------------|-----------|------|
| Original packages, 1902..... | per anker | |
| Repacked, kegs, about 8 lbs..... | per keg | 4.00 |
| " pint jars..... | per doz. | 6.00 |
| " large tins..... | " | 3.60 |
| " small tins..... | " | 2.40 |

Russian Caviar.

| | | |
|-----------------|----------|-------|
| 1-lb. tins..... | per doz. | 32.00 |
| ½-lb. tins..... | " | 16.00 |
| ¼-lb. tins..... | " | 8.00 |
| ⅓-lb. tins..... | " | 4.00 |

German Dill Pickles—Regular Size.

| | | |
|--------------------------------|----------|-------|
| 60-gal. casks, about 2000..... | per cask | |
| 50 gal. bbls., about 1200..... | per bbl. | 11.50 |
| 15-gal. kegs, about 500..... | per 100 | |
| 10-gal. kegs, about 300..... | " | |
| 5-gal. kegs, about 150..... | " | |
| 10-lb. pails, about 50..... | per pail | |

Imported Sour Crout.

| | | |
|-----------------------------------|--|--|
| Magdeburger, 60-65 gal. cask..... | | |
|-----------------------------------|--|--|

Domestic Sourkrout—Long Cut.

| |
|---------------|
| 60-gal. casks |
|---------------|

— 8 —

—10—

22

| | Per lb. |
|---|---------|
| Almonds, California, Nonpareil, paper shell, bags, about 80 lbs..... | .26 |
| Almonds, Ne Plus Ultra, bags, about 75 lbs... | .25 |
| Walnuts, No. 1, soft shell, bags, about 110 lbs. | .20 |
| Filberts, bales, about 220 lbs..... | .15 |
| Brazils, large, bags, about 180 lbs..... | .10 |
| Pecans, large, bags, about 160 lbs..... | .12 |
| " medium..... | .10½ |
| Mixed Table Nuts, 50 lbs..... | .15½ |
| " 25 lbs..... | .16 |

LIME.

| | |
|---------------------------|------------------|
| Peanuts, Green— | |
| Jumbo..... | .08 |
| Fancy, hand picked..... | .06 |
| Virginia, choice..... | .05 |
| Peanuts, Roasted— | Per bush. |
| Jumbo..... | 1.80 |
| Fancy, hand picked..... | 1.55 |
| Virginia, choice..... | 1.25 |
| Big Nickel..... | 100 cartons 3.75 |
| Salted, 25-lb. pails..... | |

OILS.

PICKLES.

OLIVES.

| | |
|-----------|------------|
| Sweets— | |
| 16 gals., | 1800..... |
| 32 gals., | 3600..... |
| 48 gals., | 5400..... |
| 16 gals., | 2400..... |
| 32 gals., | 4800..... |
| 48 gals., | 7200..... |
| 16 gals., | 5000..... |
| 32 gals., | 10000..... |
| 16 gals. | 7500..... |

PRUNES.

| | | |
|-----------------|-------|-------|
| Sweet Mixed— | | |
| 16 gals. | | 12.00 |
| 10 gals. | | 8.00 |
| 5 gals. | | 4.25 |
| Sour and Dills— | Sour. | Dill. |
| 16 gals., 600 | | |
| 32 gals., 1200 | | |
| 45 gals., 1800 | | |
| 16 gals., 800 | | |
| 32 gals., 1600 | | |
| 48 gals., 2400 | | |
| 16 gals., 1200 | | |
| 32 gals., 2400 | | |
| 45 gals., 3600 | | |
| Chow-Chow— | | |
| 16 gals. | | 9.00 |
| 10 gals. | | 6.50 |
| 5 gals. | | 3.50 |
| Cuban Relish— | | |
| 16 gals. | | 11.50 |
| 10 gals. | | 7.50 |
| 5 gals. | | 4.00 |

RAISINS.

| | |
|---|----------|
| California Clusters— | |
| Basket Clusters, 20 pkgs..... | |
| Clusters, Imported— | Per box |
| Royal Buckingham, 20 pkgs | |
| Extra Desserts, 20 pkgs..... | |
| Connoisseur, 20 pkgs..... | |
| California Seedless— | Per lb. |
| Thompson, 50 lbs..... | .08½ |
| Sultana, fancy, 50 lbs..... | .07 |
| California, Loose— | |
| Muscadels, 4 crown, 50 lbs..... | .07½ |
| “ 3 crown, 50 lbs..... | .07½ |
| “ 2 crown, 50 lbs..... | .07½ |
| Valencias— | |
| Rogers, Imported Ondara Layers, 28 lbs. ... | |
| Fancy Ondara Layers, 28 lbs..... | .08½ |
| Seeded— | Per pkg. |
| Blue Ribbon, 36 pkgs | .08½ |
| Knighthood, 36 pkgs..... | .09 |
| Owl, fancy, 36 pkgs..... | .08½ |
| Seedless— | |
| Not-a-Seed, 36 pkgs..... | .09½ |
| Valca, Thompson, 40 pkgs | .08½ |
| Crystal, 40 pkgs..... | .08½ |

COCOANUT.

| Dromedary— | | Per case |
|-------------------------------------|--|----------|
| 48 ¼-lb. pkgs. | | 3.25 |
| 24 ½-lb. pkgs. | | 3.00 |
| 12 1-lb. pkgs. | | 2.75 |
| 24 ¼-lb. pkgs. | | 1.75 |
| 12 ½-lb. pkgs. | | 1.65 |
| Dunham's— | | Per lb. |
| ¼-lb pkgs., 5-lb case | | .29 |
| ¼ and ½-lb. pkgs., 15-lb. case..... | | .27½ |
| Baker's Premium— | | Per case |
| 120 5c. and 30 10c. pkgs. | | 4.40 |
| 60 5c. pkgs. | | 2.20 |
| 30 10c. and 15 20c. pkgs. | | 2.10 |

HORSERADISH.

| | |
|---------------------------------------|----------|
| | Per doz. |
| Diamond, cut glass, 2 doz..... | .85 |
| Storher's, large tumblers, 2 doz..... | .67½ |
| “ small tumblers, 2 doz..... | .42½ |
| Lord's Prayer | .82½ |

INK.

| | | |
|--|------------|------|
| Arnold's, black, 32 | per bottle | .50 |
| Continental, red, 1 doz | | .30 |
| " black, 3 doz | | .25 |
| " Writing Fluid | per qt. | .50 |
| Royal, black, 3 doz | | .25 |
| Stafford, Commercial, 32 | | .55 |
| Thaddeus Davids Co.— | | |
| Electro Chemical Writing Fluid | per qt. | .65 |
| Square, Oriental Red, 2 oz., 1 doz., | per doz. | .40 |
| " Green, Blue or Violet, 2 oz., | | .40 |
| " Magic Black, 2 oz., 1 doz., | " | .40 |
| " Electro Chemical, 2 oz., 1 | | |
| doz. | " | .40 |
| Lettering, show card ink, 2 oz., all | | |
| colors | " | 1.00 |

LYE AND POTASH.

| Banner Lye— | Per case |
|--|----------|
| Case of 4 doz..... | 3.45 |
| Case of 2 doz..... | 1.80 |
| Babbitt's Lye, 4 doz..... | 3.50 |
| " 2 doz..... | 1.80 |
| Lewis' Lye..... | 3.25 |
| Red Seal, sifting top cans, 4 doz..... | 3.75 |

MATCHES.

| | | | | |
|-------------------------------|----------|-----------|-----------|-----------|
| Safe Home, No. 5, 1 | 5, 1 | case, 1 | case..... | 3.50 |
| " " " " | " " | " 5 | case..... | 3.50 |
| Bird's Eye, " " " | " " | " 1 | case..... | 3.50 |
| " " " " | " " | " 5 | case..... | 3.40 |
| Search Light, D. D., No. 5, 1 | gross, 1 | case, 1 | case..... | 4.65 |
| " " " " | " " | " 5 | case.... | 4.40 |
| Crescent, No. 5, 1 | gross, 1 | case..... | 4.25 | |
| " " " " | " " | " 5 | case..... | 4.00 |
| Blue Hen, No. 2, " " | " " | " 1 | case..... | 1.70 |
| " " " " | " " | " 5 | case..... | 1.60 |
| Coast, No. 1, 3 | gross, 1 | case..... | 2.70 | |
| " " " " | " " | " 5 | case..... | 2.55 |
| " " " " | " " | " 5 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 4.50 |
| " " " " | " " | " 5 | case..... | 4.25 |
| Globe, " 3 | gross, 1 | case..... | 2.85 | |
| " " " " | " " | " 5 | case..... | 2.70 |
| " " " " | " " | " 5 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 4.75 |
| " " " " | " " | " 5 | case..... | 4.50 |
| Doric, " 1 | gross, 1 | case..... | 1.05 | |
| " " " " | " " | " 5 | case..... | 1.00 |
| " " " " | " " | " 5 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 5.00 |
| " " " " | " " | " 5 | case..... | 4.75 |
| Monument City, No. 1, 1 | gross, 1 | case..... | .95 | |
| " " " " | " " | " 5 | case..... | .90 |
| " " " " | " " | " 3 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 2.70 |
| " " " " | " " | " 5 | case..... | 2.55 |
| Lord Baltimore, " 1 | gross, 1 | case..... | .95 | |
| " " " " | " " | " 5 | case..... | .90 |
| " " " " | " " | " 3 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 2.70 |
| " " " " | " " | " 5 | case..... | 2.55 |
| " " " " | " " | " 5 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 4.50 |
| " " " " | " " | " 5 | case..... | 4.25 |
| New Fast Mail, " 1 | gross, 1 | case..... | .95 | |
| " " " " | " " | " 5 | case..... | .90 |
| " " " " | " " | " 3 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 2.70 |
| " " " " | " " | " 5 | case..... | 2.55 |
| " " " " | " " | " 5 | gross, 1 | case..... |
| " " " " | " " | " 5 | case..... | 4.50 |
| " " " " | " " | " 5 | case..... | 4.25 |
| Search Light, " 5 | gross, 1 | case..... | 5.00 | |

MINCE MEAT.

| | |
|--|---------|
| Atmore & Son— | Per lb. |
| Celebrated Seedless— | |
| Quarters, 110 lbs..... | .09¾ |
| Barrels and halves, 400 and 250 lbs..... | .09½ |
| Wooden pails, 20, 40 and 68 lbs..... | .10 |
| Keystone— | |
| Quarters, 110 lbs..... | .08½ |
| Barrels and halves, 400 and 250 lbs..... | .08¼ |
| Wooden pails, 20, 40 and 68 lbs..... | .08¾ |
| Condensed, cartons.....3 doz. to case | 2.75 |
| “ “.....6½ doz. to case | 5.50 |

PURE OLIVE OIL.

| Finest Sublime Lucca Olive Oil— | | Per case |
|--|--|----------|
| 25-oz. bottles..... | | 9.00 |
| Large bottles..... | | 6.50 |
| Medium bottles..... | | 7.50 |
| Small bottles..... | | 4.50 |
| 30 12-oz. flasks..... | | 10.50 |
| 30 8-oz. flasks..... | | 8.50 |
| ¾-gal. tins, 5 gal..... | | 17.85 |
| ¼-gal. tins, 10 gal..... | | 30.50 |
| ½-gal. tins, 10 gal..... | | 29.00 |
| 1-gal. tins, 10 gal..... | | 28.00 |
| 5-gal. tins, 10 gal..... | | 26.50 |
| Sublime Lucca Olive Oil— | | |
| 30 12-oz. flasks..... | | 9.50 |
| 30 8-oz. flasks..... | | 7.50 |
| ¾-gal. tins, 5 gal..... | | 16.00 |
| ¼-gal. tins, 10 gal..... | | 28.50 |
| ½-gal. tins, 10 gal..... | | 27.00 |
| 1-gal. tins, 10 gal..... | | 26.00 |
| 5-gal. tins, 10 gal..... | | 24.50 |
| Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.) | | |
| Trois Croix, French, 8 ½-gal. cans..... | | 12.00 |
| Beech Nut— | | Per doz. |
| Bottles, 32-oz..... | | 14.00 |
| “ 24-oz..... | | 10.50 |
| “ 16-oz..... | | 7.75 |
| “ 8-oz..... | | 4.25 |
| “ 4-oz..... | | 2.80 |

American Oil.

| | |
|-------------------------------|----------|
| | Per doz. |
| tohrer's, No. 8, 2 doz..... | .55 |
| " No. 16, 2 doz..... | .90 |
| " No. 32, 1 doz..... | 1.85 |
| Keystone, bottles, 2 doz..... | .90 |

TABLE AND COOKING OIL.

| | |
|---------------------------------|-------------------|
| lazole (Corn Oil)— | * Per doz. |
| 24 5½-oz. bottles..... | .90 |
| Pint cans, 24 to case..... | 1.90 |
| Quart cans, 24 to case..... | 3.35 |
| Gallon cans, 6 to case..... | 12.60 |
| ottonseed, large, 1 doz..... | 1.75 |
| " medium, 2 doz..... | 82½ |
| Vesson's Cooking, 30 No. 2..... | per case 6.90 |

PEANUT BUTTER.

| | |
|----------------------------------|----------|
| each-Nut— | Per doz. |
| Large | 2.30 |
| Medium..... | 1.35 |
| Small..... | .90 |
| 1c Laren's— | |
| Small, 2 doz..... | .85 |
| Medium, 2 doz..... | 1.35 |
| Large, 1 doz..... | 2.25 |
| cardsley's— | |
| Jars, small, 4¼ oz., 2 doz..... | .90 |
| “ medium, 7 oz., 2 doz..... | 1.35 |
| “ large, 1¼ oz., 2 doz..... | 2.35 |
| eanutene, No. 2 jars, 2 doz..... | 1.85 |
| “ No. 4 jars, 3 doz..... | .92½ |

DATENUT BUTTER.

| | | |
|--------------------|----------|------|
| Large, 1 doz..... | per doz. | 2.30 |
| Medium, 2 doz..... | " | 1.40 |
| Small, 2 doz..... | " | .90 |

VINEGAR.

| | Per gal. |
|--|----------|
| Pure Cider, 45 grain | .17 |
| “ 40 grain | .16 |
| Distilled, 45 grain..... | .09 |
| “ 40 grain..... | .08½ |
| Fermented, 45 grain..... | .09½ |
| “ 40 grain..... | .09 |
| Beech-Nut, quarts.....per doz. | 2.50 |
| “ pints.....“ | |
| “ ½-pints.....“ | |
| C. & B. quarts..... | 2.00 |
| Cruikshank, distilled white.....per gal. | .13 |

PROVISIONS.

| | |
|--|---------|
| Premium Brand Hams, 8-10 lbs..... | .17½ |
| " " 10-12 lbs..... | .17¼ |
| " " 14-16 lbs..... | .17 |
| " Skinned Hams..... | .17¼ |
| " Cooked Hams..... | .26 |
| " Bacon..... | .22½ |
| " Dried Beef insides..... | .31 |
| " Beef, knuckles..... | .30 |
| Empire Brand Hams, 10-12 lbs..... | .16 |
| " Skinned Hams, 18-20 lbs..... | .15½ |
| " Picnic Shoulders..... | .13¾ |
| Hams, skinback, 18-20 lbs..... | .14½ |
| " 14-16 lbs..... | .15½ |
| " 8-12 lbs..... | .16 |
| Picnics, 6-8 lbs..... | .16 |
| Dried Beef, sets, city smoked..... | .13 |
| " tenders and knucks..... | .29 |
| " air dried, sets..... | .30 |
| " " tenders and knucks..... | .30 |
| Brisket Pork..... | \$7.00 |
| Cersey Pork, butt..... per bbl. | \$23.50 |
| " family..... | \$4.50 |
| Breakfast Bacon, rib in..... | .18 |
| " boneless..... | .19 |
| P. Bellies, 14 lbs. average..... | .15½ |
| Sologna, 25-lb. boxes..... | |
| Boiled Boneless Ham..... | .23 |
| Cook Tongues, smoked, 5-6 lbs..... per lb. | .21 |
| Cooked Compressed Ham, 25-lb. boxes..... | |
| Covered Hams, ¼ cent extra. Covered Shoulders, Picnics and Bacon, ½ cent extra. | |

SCRAPPLE.

ogt, Philadelphia. Liberty brand, 2 doz.
26-oz. cans.....per case 3.60

LARD AND COMPOUNDS.

| Armour's Simon Pure Leaf Lard | | Per case |
|--|-------------|----------|
| Small | | 9 23 |
| Medium | | 9 23 |
| Large | | 9 23 |
| wift's— | | |
| Premium Pure Leaf Lard, kettle rendered... | | .12 |
| Silver Leaf Brand Lard, kettle rendered..... | | .11 |
| Jewel, compound..... | | .08½ |
| Cotosuet..... | | .09½ |
| ity Pure Lard— | | |
| Tins, 50 lbs. net weight..... | per lb. | .12 |
| Tubs, net | per lb. | .11¾ |
| No. 10 tins..... | 6 in crate | 7.65 |
| No. 5 tins..... | 12 in crate | 7.72 |
| No. 3 tins..... | 20 in crate | 7.80 |
| omound— | | |
| Tierces and tubs, about 340 lbs..... | | Per lb. |
| 60-lb. tubs | | .07½ |
| 10-lb. tin pails, 60 lbs..... | | .09½ |
| 5-lb. " 60 lbs..... | | .09¾ |
| 3-lb. " 60 lbs..... | | .09¾ |

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DRESSED MEATS.

| City Dressed Stock— | Per lb. |
|-----------------------------|----------|
| Steers..... | .10½-.15 |
| Heifers..... | .10-.13½ |
| Cows..... | .08-.12 |
| Veal Calves..... | .15-.16 |
| Extra Calves..... | .17 |
| Southern and Barnyards..... | .10-.12 |
| Country Dressed..... | .13-.15 |
| Extras..... | .16 |
| Sheep..... | .10-.11 |
| Extra Wethers..... | .12 |
| Lambs..... | .15-.16 |
| Extra Lambs..... | .17 |
| Hogs..... | .11-.11½ |

BUTCHERS' SUNDRIES.

| | |
|--------------------------------|---------|
| Fresh Steer Tongues.....each | -.80 |
| Cow Tongues..... | -.60 |
| Calf Heads, scalded..... | .50-.75 |
| Sweetbreads, veal.....per pair | .75-.80 |
| “ beef.....per lb. | .25-.30 |
| Calf Livers..... | .25-.30 |
| Beef Kidneys.....per doz. | 1.25 |
| Beef Livers..... | .10 |
| Oxtails.....per doz. | 1.20 |
| Hearts, beef.....per lb. | .05 |
| Rolls, beef..... | 16.00 |
| Tenderloin, beef, western..... | .22 |
| Fresh Pork, loins, city..... | .16 |
| “ “ western..... | -.17 |

DRESSED POULTRY.

| Turkeys— | Per lb. |
|--|-----------|
| Western, young hens, 8 to 10 lbs..... | .22-.24 |
| “ young toms, 15 to 17 lbs..... | .23-.25 |
| Old hens and toms..... | .22-.24 |
| Common to good..... | .15-.18 |
| Broilers— | |
| Philadelphia, fresh killed, 3 lbs. and under to pair, fancy..... | .25-.28 |
| Philadelphia, fresh killed, 3½ to 4 lbs. to pair..... | .25-.28 |
| Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy..... | .25-.28 |
| Fowls— | |
| Western, fancy, heavy..... | .19-.20 |
| Heavy Roasters, 4 to 5 lbs..... | .18-.20 |
| Fair to good..... | .16-.17 |
| Old cocks..... | .14-.16 |
| Squabs— | |
| Prime, large, fancy..... | 3.50-4.00 |
| Mixed..... | 2.50-3.00 |
| Dark..... | 1.75-2.00 |

LIVE POULTRY.

| | |
|---|---------|
| Spring Chickens, nearby, 1½ to 2 lbs..... | .15-.16 |
| Large Springers..... | .14-.15 |
| Fowls..... | .14-.15 |
| Roosters..... | .10-.11 |
| Ducks, young..... | .13-.14 |
| “ old..... | .11-.12 |

PRESERVES, JELLIES, JAMS AND MARMALADES.

| Jellies— | Per doz. |
|--|-------------------------|
| Ritter's, pure..... | .95 |
| Fruit jelly, apple flavor, 30 lbs. full weight, per pail..... | 1.05 |
| Schimmel's, 8-oz. tumblers..... | .82½ |
| National, 5-lb. kettles, ½ doz..... | 3.15 |
| “ 3-lb. tins, net weight..... | 2.00 |
| Preserves— | Per lb. |
| Schimmel's, pure, 12-oz. jars, 2 doz.....per doz. | 1.60 |
| National, 30-lb. pails..... | .09½ |
| Southwark, 30-lb. pails..... | .07 |
| “ 3-lb. toy pails.....per doz. | 3.15 |
| Jams— | |
| Schimmel's, pure, 12-oz. jars, 2 doz..... | 1.60 |
| Southwark, assorted, jars, 2 doz..... | .90 |
| Orange Marmalade— | |
| Hartley's, imported, 4 doz..... | 1.90 |
| Schimmel's, pure..... | 1.50 |
| Beech-Nut Brand Conserves— | Per doz., in glass |
| Jams— | Large Medium Individual |
| Strawberry..... | 3.35 2.10 1.25 |
| Red Raspberry..... | 3.00 1.80 1.00 |
| Blackberry..... | 3.00 1.80 1.00 |
| Peach..... | 2.40 1.50 .90 |
| Cranberry Sauce..... | 2.25 1.40 .80 |
| Concord Grape..... | 2.40 1.50 .90 |
| Plum..... | 2.25 1.40 .80 |
| Fig..... | 2.25 1.40 .80 |
| Spiced Plum..... | 2.25 1.40 .80 |
| Damson Plum..... | 2.25 1.40 .80 |
| Jellies— | |
| Red Currant..... | 3.00 1.80 1.00 |
| Black Currant..... | 3.00 1.80 1.00 |
| Quince..... | 3.00 1.80 1.00 |
| Grape..... | 2.40 1.50 .90 |
| Crab Apple..... | 2.35 1.50 .90 |
| Apple (Spitzenberg)..... | 2.25 1.40 .80 |
| Guava Jelly..... | 2.00 1.10 |
| Preserves— | |
| Pineapple (shredded)..... | 3.00 1.80 |
| Cherry..... | 3.75 2.25 |
| Marmalades— | |
| Orange, sweet..... | 2.25 1.40 .80 |
| Grape Fruit..... | 2.35 1.50 .90 |
| Rhubarb..... | 2.25 1.40 .80 |
| Large jars packed one dozen, medium two dozen and individual three dozen per case..... | |

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| Fruit Butters— | Per doz. |
|---|----------|
| Apple, Southwark, 30 lbs.....per pail | 1.15 |
| “ full 5-lb. slip cover tins, ½ doz.....per case | 1.60 |
| “ Schimmel's, 30-lb. pails.....per lb. | .06¾ |
| “ 3-lb. slip cover tins, 1 doz.....per doz. | 2.60 |
| “ 2½-lb. stone jars, cloth top, ½ doz.....per doz. | 2.90 |
| “ 40-oz. stone crock, glass top, ½ doz.....per doz. | 3.15 |
| “ Mother Cook's, No. 14, 2 doz.....doz. | .90 |
| Peach, 30-lb. pails.....per lb. | .07½ |

DRUGS.

Family Medicines.

Guaranteed full U. S. strength

| | 5c. sz. | 10c. sz. | 25c. sz. |
|-----------------------------------|---------|----------|----------|
| Castor Oil..... | .45 | .85 | 1.95 |
| Sweet Oil..... | .40 | .85 | 1.95 |
| Spirits Nitro..... | .45 | .85 | 1.95 |
| Spirits Camphor..... | .45 | .85 | 1.95 |
| Spirits Painters' Commercial..... | .45 | .85 | 1.95 |
| Paregoric..... | .45 | .85 | 1.95 |
| Glycerin..... | .45 | .85 | 1.95 |
| Syrup Squills..... | .45 | .85 | 1.95 |
| Syrup Rhubarb..... | .45 | .85 | 1.95 |
| Syrup Ipecac..... | .45 | .85 | 1.95 |
| Turlington Balsam..... | .45 | .75 | 1.95 |
| Golden Tincture..... | .45 | .85 | 1.95 |
| Tincture Arnica..... | .45 | .85 | 1.95 |
| Balm of Malta..... | .45 | .85 | 1.95 |
| Bateman Drops..... | .45 | .85 | 1.95 |
| Godfrey's Cordial..... | .45 | .85 | 1.95 |
| Turpentine..... | .45 | .85 | 1.95 |
| Laudanum..... | 1.15 | 2.50 | |

| 5 per cent. discount in gross lots assorted. | |
|--|----------|
| Alum.....per lb. | .05 |
| Borax, powdered, bulk..... | .07 |
| “ lump, bulk..... | .06½ |
| Butter Color, W. & R.....per doz. | 2.00 |
| Bluestone, bulk.....per lb. | .09 |
| Copperas..... | .02½ |
| Camphor, gum, 1-oz. blocks..... | .70 |
| “ flakes, 250-lb. bbls..... | .05¼ |
| “ less quantity..... | .06 |
| “ Tar Balls, 250-lb. bbls..... | .05½ |
| “ less quantity..... | .06 |
| Castoria, Fletcher's.....per doz. | 2.80 |
| “ Pitcher's..... | .80 |
| Carbonate of Ammonia.....per lb. | .11 |
| Epsom Salts, in barrels..... | .03 |
| Glauber Salts..... | .02½ |
| Glue, ordinary..... | .11 |
| “ white..... | .20 |
| Gum Arabic..... | .50 |
| Haarlem Oil.....per doz. | .45 |
| Husband's Magnesia..... | 2.90 |
| Jamaica Ginger, Hires', flasks..... | .90 |
| Licorice, P. & S., 5c. stick, imported..... | .36 |
| “ M. & R., 5-lb. boxes.....per lb. | .23 |
| “ lozenges, 5-lb. boxes..... | .27 |
| “ 45, 65, 85, 125, 165, 5-lb. boxes..... | .24 |
| “ root..... | .12 |
| Putty, 25-lb. cans.....per 100 lbs. | 1.57½ |
| “ 50-lb. cans..... | 1.47½ |
| Petroleum Jelly, screw top, 5c. size.....per doz. | .35 |
| “ 10c. size..... | .75 |
| Paris Green, 100-lb. kegs.....per lb. | .17 |
| “ ½-lb. pkgs., 50 lbs..... | .22½ |
| “ ¼-lb. pkgs., 50 lbs..... | .21½ |
| “ 1-lb. pkgs., 50 lbs..... | .20 |
| Rosin..... | .04½ |
| Roach Powder, BB, 4-oz. cans.....per doz. | 2.00 |
| “ 10c. size..... | .80 |
| Roachsalt, 10c. size.....per doz. | .80 |
| Saltpetre, crystal, about 350-lb. bbls.....per lb. | .09 |
| granulated, about 100-lb. kegs..... | .09½ |
| Sulphur, flour, 175-lb. bbls.....per 100 lbs. | 2.50 |
| “ less quantity.....per lb. | .02¼ |
| Venetian Red..... | .02 |
| Whiting..... | .02 |
| Goff's— | Per doz. |
| Cough Syrup, 25c. size..... | 2.00 |
| Herb Bitters, 25c. size..... | 2.00 |
| Oil Liniment, 25c. size..... | 2.00 |
| Kidney Pills, 50c. size..... | 4.00 |
| Worm Syrup, 25c. size..... | 2.00 |
| Herb Pills, 10c. size..... | .80 |
| Iron Glue, McCormick & Co.— | |
| No. 5..... | .45 |
| No. 10..... | .85 |
| Tube V..... | .75 |
| McCormick & Co., Bee Brand— | |
| Insect Powder, 25c. size..... | 2.00 |
| “ BB, 10c. size..... | .85 |
| Root Beer..... | .80 |
| Talcum Powder..... | 1.50 |
| Triangular Quinine..... | .80 |
| Quinine Capsules..... | .80 |

Druggists' Sundries.

| Acid Phosphate, Horsford's, 8 oz.....per doz. | 4.00 |
|--|------|
| Bath Brick, 25 in box.....per box | .60 |
| Sealing Wax..... | .03 |
| Silver Sand.....per bbl. | 1.20 |
| Tar, pts.....per doz. | |
| “ gals.....each | |
| “ ½ bbls..... | |
| “ bbls..... | |
| McCormick & Co.— | |
| Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....per case | 4.50 |
| U. S. Nerve and Bone Liniment, 25c. size..... | 2.25 |
| McCord's Magic Medicine, 25c. size..... | 2.00 |
| “ 50c. size..... | 4.00 |
| McCormick's Tasteless Chill Tonic, 25c. size..... | 2.00 |
| “ 50c. size..... | 4.00 |
| Reliable Brand Headache Powders, 10c. size..... | .80 |
| Borax, 20-Mule Team— | |
| 48 1-lb. cartons..... | 4.80 |
| 72 10-oz. cartons..... | 4.80 |
| 96 ¼-lb. cartons..... | 3.20 |

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Extracts and Essences.

| McCormick & Co., Bee Brand— | Per doz. |
|--|----------|
| Vanilla, No. 2 size..... | .90 |
| “ No. 4 size..... | 2.25 |
| Rose, No. 2 size..... | 1.25 |
| “ No. 4 size..... | 2.75 |
| Pistachio, No. 2 size..... | .90 |
| “ No. 4 size..... | 2.25 |
| Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size..... | .90 |
| “ No. 4 size..... | |
| Lemon, No. 2 size..... | .90 |
| Orange, No. 2 size..... | .90 |
| Crescent Manufacturing Co., Seattle— | Per doz. |
| Mapleine Flavoring, ½ oz..... | 1.75 |
| “ 1 oz..... | 3.00 |
| Crescent Brand, bottles, 1 oz..... | 1.75 |
| “ 2 oz..... | 3.00 |
| “ 4 oz..... | 5.25 |
| “ 8 oz..... | 9.50 |
| “ 16 oz..... | 18.00 |
| “ 32 oz..... | 35.00 |

Sauer's FLAVORING EXTRACTS

| Sauer's Flavoring Extracts— | |
|---|----------------------|
| No. 2, Lemon..... | .90 |
| No. 2, Vanilla..... | .90 |
| No. 2, Rose..... | 1.20 |
| No. 2, assorted..... | .90 |
| No. 3, Lemon..... | 1.25 |
| No. 3, Vanilla..... | 1.50 |
| No. 4, Vanilla..... | 2.25 |
| No. 4, Lemon..... | 2.00 |
| No. 2, assorted cases.....per gross | 10.80 |
| Nos. 2 and 4, assorted cases..... | 11.80 |
| Pts. Qts. ½-Gal. Gal. | |
| F. F. V. Vanilla..... | 2.00 3.75 7.25 14.00 |
| XXX..... | 1.75 3.25 6.25 12.00 |
| XX..... | 1.50 2.75 5.25 10.00 |
| X..... | 1.00 2.00 4.00 8.00 |
| Lemon..... | 1.00 2.00 3.50 6.75 |
| Ginger, Clove, Pepper-mint, Cinnamon..... | 1.00 1.60 3.00 6.00 |
| Almond, Orange, Nutmeg, Mace..... | 1.25 2.25 4.00 7.50 |
| Violet, Rose..... | 1.50 2.75 5.25 10.00 |
| Raspberry, Pineapple, Strawberry, Banana..... | 1.25 2.25 4.00 7.50 |

Liquid Rennet and Tablets.

| Shinn & Kirk's Liquid Rennet..... | Per doz. |
|---|----------|
| Hansen's Junket Tablets, 3 or 1½ doz..... | 1.50 |
| | .80 |

CIDER.

| | |
|-----------------------------------|------|
| Old Orchard, bbls.....per gal. | .13 |
| “ ½ bbls., 28 gals.....per ½ bbl. | 4.20 |
| “ kegs, 14 gals.....per keg | 2.70 |

CHEWING GUM.

| | |
|---|-------|
| Adams', counter jars, 100 5c. pkgs..... | 2.95 |
| “ boxes, 20 pkgs..... | .59 |
| Gee Whiz, 72 pkgs..... | .50 |
| Fleer's Chiclets, 3 lbs. bulk..... | 1.23 |
| Spearmint, 20 pkgs., 100 pcs..... | .60 |
| Doublemint, 20 5c. pkgs..... | .60 |
| Beech-Nut, carton of 6 boxes, 20 pkgs. or 100 sticks..... | 3.60 |
| Beech-Nut, case of 100 boxes..... | 60.00 |

RICE.

| B. Fischer & Co's Package Rice— | |
|--|------|
| Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons..... | .06½ |
| Hotel Astor, quick cooking, granulated, 1-lb. cartons..... | .06½ |
| Seaboard Rice Milling Co.— | |
| Comet Unkoted, 1 and 2½-lb. cartons, sterilized..... | .07 |
| Comet, natural brown, 1-lb. cartons, sterilized..... | .07 |
| Comet Cereal, 1-lb. cartons, sterilized..... | .07 |
| Sola Japan Unkoted..... | .05¾ |

SALT.

| Worcester— | |
|--|------|
| Barrels, contain 280 lbs..... | 2.50 |
| “ 60 5-lb. bags..... | 4.00 |
| “ 22 14-lb. bags..... | 3.75 |
| “ 30 10-lb. bags..... | 3.75 |
| “ 115 2½-lb. bags..... | 4.00 |
| Irish Linen, 250-lb. bags..... | 2.50 |
| “ 56-lb. bags..... | .65 |
| “ 28-lb. bags..... | .35 |
| Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list..... | 3.00 |
| Pretzel, 280-lb. bbls..... | 2.40 |
| “ 180-lb. sacks..... | 1.55 |
| Packing, 70-lb. cotton bags..... | .40 |
| “ 140-lb. cotton bags..... | .75 |
| New Ivory, 24 large cartons to case..... | 1.50 |
| Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed. | |

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SALAD DRESSING.

| Durkee's, large, 1 doz..... | Per case |
|---------------------------------------|----------|
| “ small, 2 doz. ½ pints..... | 4.00 |
| Schimmel's, small, 2 doz.....per doz. | .87½ |
| My Wife's, large, 1 doz. pints..... | 2.50 |
| “ small, 2 doz. ½ pints..... | 1.50 |

SAL SODA.

| | |
|--|------|
| Barrels, 375 lbs.....per 100 | .62½ |
| Kegs, 150 lbs.....per 100 | .75 |
| Granulated, 36 2½-lb. cartons.....per case | 1.00 |
| “ 60-lb. boxes, bulk.....per box | .57½ |

SAUCES.

| Lea & Perrins'— | Per doz. |
|--|----------|
| Worcestershire, large..... | 4.50 |
| “ small..... | 2.50 |
| Worcester, Campbell's, No. 8, 2 doz..... | .90 |
| North of England, No. 8, 2 doz..... | .82½ |

SODA—BI-CARB.

| Babbitt's, ¼s, 25 lbs..... | Per lb. |
|--|---------|
| Arm and Hammer, 1-lb. pkgs., 36 lbs..... | .05½ |
| “ ½-lb. pkgs., 36 lbs..... | .04¾ |
| “ ¼-lb. pkgs., 36 lbs..... | .05½ |
| “ 1 and ¼-lb. pkgs., 36 lbs..... | .05½ |
| Dwight's, 1-lb. pkgs., 36 lbs..... | .04¾ |
| “ ½-lb. pkgs., 36 lbs..... | .05½ |
| “ ¼ and ½-lb. pkgs., 36 lbs..... | .05½ |
| “ 1, ½ and ¼-lb. pkgs., 36 lbs..... | .05½ |
| 112-lb. kegs..... | .02¼ |
| Bi-Carb..... | .03 |

SOFT DRINKS.

| Clickquot Club Co.— | Per case |
|--|----------|
| Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer...2 doz. | 2.10 |
| Charles E. Hires Company— | |
| Hires Household Extract, for making root-beer at home, 1 doz..... | 1.60 |
| Hires Carbonated, pints, 2 doz..... | 2.00 |
| “ Ginger Champanale, 50 pints..... | 8.00 |
| Welch's Grape Juice— | Per case |
| Quarts, 1 doz..... | 4.00 |
| Pints, 2 doz..... | 4.50 |
| Half-pints, 3 doz..... | 4.50 |
| 4-oz., 6 doz..... | 4.50 |
| Half-gals, 8 bottles..... | 4.50 |
| Schuhle's Grape Juice, quarts, 1 doz..... | 4.00 |
| “ pints, 2 doz..... | 4.50 |
| “ ½ pints, 3 doz..... | 4.50 |
| 5 per cent. discount on 5 case lots. | |
| Walker's Grape Juice— | |
| Quarts, 1 doz..... | 4.25 |
| Pints, 2 doz..... | 4.75 |

PLUM PUDDING.

| The Franco-American Food Co.— | Per doz. |
|--|----------|
| Individual..... | .90 |
| 1 lb..... | 3.00 |
| 2 lb..... | 5.00 |
| 3 lb..... | 7.25 |
| Richardson & Robins'— | |
| Individual, 2 doz..... | .90 |
| Round conical, with key, No. 1, 1 doz..... | 2.40 |
| “ No. 2, 1 doz..... | 4.50 |
| Atmore's Philadelphia, seedless— | |
| Individual, 2 doz..... | 1.90 |
| Cans, No. 1, 1 doz..... | 2.30 |
| “ No. 2, 1 doz..... | 4.10 |
| “ No. 3, ½ doz..... | 3.80 |
| “ No. 4, ½ doz..... | 4.50 |

CLEANSERS AND POLISHING COMPOUNDS.

| | | |
|--|-----------|------|
| Young's Pearl Cleanser, 40 16-oz | per box | 2.75 |
| Kleenatub | 1/2 gross | 2.50 |
| Electro Silicon, 1 doz..... | per doz. | .80 |
| Putz Liquid, large, 3 doz | per doz. | 1.50 |
| “ small | “ | .75 |
| Putz Paste, large | “ | .65 |
| Old Dutch Cleanser, 4 doz..... | per case | 3.40 |
| “ 5-case lots..... | “ | 3.30 |
| Babbitt's Cleanser, 5c. size, 100 cans | | 3.85 |
| “ 10c. size, 50 cans | | 3.85 |
| Imperial Cleanser, 6 doz..... | per doz. | .45 |
| Swift's Pride Cleanser, 50 cans..... | | 3.00 |
| Sunbright Cleanser, 72 cans..... | | 2.75 |
| Red Seal Cleanser, 4 doz..... | | 1.90 |
| Bon Ami Powder, 3 doz. cans..... | | 2.50 |

| | | |
|--------------------------|----------|-----|
| Compressed..... | per doz. | .18 |
| Magic, 1½ doz. pkgs..... | per box | .58 |
| Yeast Foam, 1½ doz..... | " | .58 |

The W. J. McCAHAN SUGAR REFINING CO.



President, W. J. McCAHAN

Treasurer, R. S. POMEROY

Secretary, W. J. McCAHAN, Jr.

Manager, JAMES M. McCAHAN

SUGARS

Cubes, Powdered, Granulated, Fine Granulated, Coarse Granulated, Extra A, Confectioners' A, Extra BB, Extra CC, Yellows, 11, 12, 13, 14, 15

REFINERY

Tasker Street Wharf

Piers 68 and 69 South Wharves

DELAWARE RIVER

SUGAR HOUSE

Northwest Corner

Water and Morris Streets

OFFICES

Front and Chestnut Streets

PHILADELPHIA

NEW LARGE

Pound Package
ONLY 5 CENTS

To the Consumer

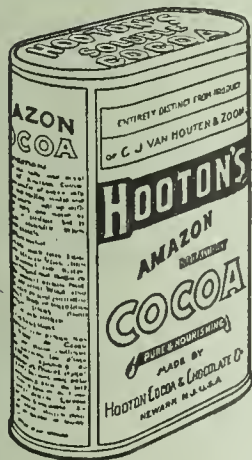
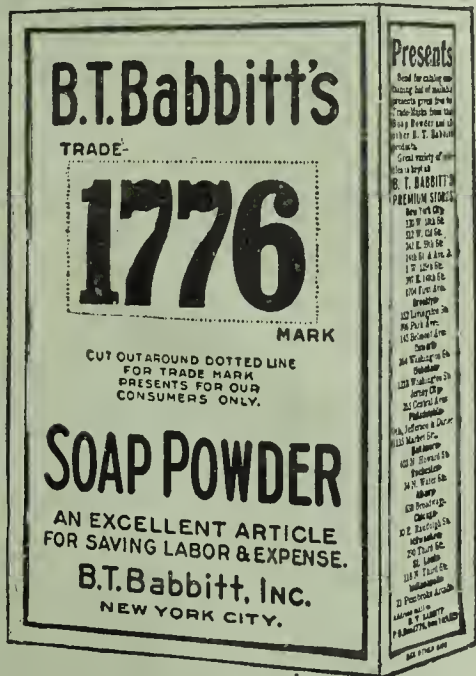
The New Package of

**Babbitt's
1776 Soap
Powder**

has every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneyworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.

B. T. BABBITT, Inc.

NEW YORK CITY



Have You Any Fine Trade?

Hooton's Cocoa will not only please your most particular customers by its fine Quality and Flavor, but it will also please those who want big money's worth because our 10c can is the biggest FIRST QUALITY can at that price. You want one leader in cocoa that will sell to all classes of trade and Hooton's Cocoa is the cocoa that will do it. Write for particulars of our introductory proposition because it means "more business" for you.



Are You Using the Exchange Department?

Increase your sales \$3.00 per family—each month

The average expenditure per family for raw milk is 10c. per day or \$3.00 per month. Some spend much more. By building up a sale of evaporated milk you can switch that \$3.00, or more, per family into your cash drawer. Every time you persuade a customer to use evaporated milk instead of raw milk, you increase your sales by \$3.00, or more, per month. You can, of course, most quickly increase the use of evaporated milk by handling the brand that is generally recognized as the best repeater.

CARNATION MILK

From Contented Cows

is considered the leading brand of evaporated milk. It is clean, sweet and pure and will appeal to your customers—it will be easier for you to switch them from raw milk to evaporated milk—if you offer them Carnation Milk.

Remember that unless you sell a customer the best evaporated milk you put farther away the time when that customer will use evaporated milk instead of raw milk—that you stand in the way of getting that \$3.00, or more, per month which now goes to the raw milk dealer—so push Carnation Milk—the leading evaporated milk. Your jobber has it.

PACIFIC COAST CONDENSED MILK COMPANY

General Offices: Seattle, Washington



STEADY "ALL YEAR 'ROUND SELLERS"

There is a constant, ever increasing demand for

ROYAL BAKING POWDER

AND

DR. PRICE'S CREAM BAKING POWDER

They have been advertised persistently and by every conceivable means for so long a time that the names of these two foremost Baking Powders are as familiar to the housewife as the name of the street in which she lives. Furthermore your customers know from experience the real value and dependability of Royal Baking Powder and Dr. Price's Cream Baking Powder which means "steady sales" and "perfect satisfaction."

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